Happy New Year Issue



No. 76
Jan. '63

OUR PRICE
25¢
CHEAP
30 CENTS IN CANADA

FOR "MAD" CHRISTMAS GIFT-GIVING THIS YEAR...

HAVE A BALL!

WE'LL SEND YOUR GIFTS ALONG WITH A CHEERY ANNOUNCEMENT TELLING WHO TO GET EVEN WITH!



For permanent Christmas cheer, give the hard-cover de luxe anthology:

"A GOLDEN TRASHERY OF MAD"

MAD ANTHOLOGY DEPARTMENT
850 Third Avenue
New York 22, N. Y.

I enclose **$2.95**.
Please send **"A Golden Trashery of MAD"** to:

NAME____________________
ADDRESS____________________
CITY____________ ZONE____ STATE____

AND SEND A CHEERY ANNOUNCEMENT SAYING IT'S A CHRISTMAS GIFT FROM:

____



Give a friend a bisque china...

BUST OF ALFRED E. NEUMAN

...and "bust" a beautiful friendship up!

MAD BUST DEPARTMENT
850 Third Ave. New York 22, N. Y.
(No orders shipped **outside** the U. S. A.)

I enclose $________ for:
☐ 5½" Bust(s) at **$2.00** each
☐ 3¾" Bust(s) at **$1.00** each

I enclose the proper amount and have indicated the size bust.
Please send to:

NAME____________________
ADDRESS____________________
CITY____________ ZONE____ STATE____

AND SEND A CHEERY ANNOUNCEMENT SAYING IT'S A CHRISTMAS GIFT FROM:

____



Deck their shelves with books of folly. Give one, several, or a complete collection of...

MAD POCKET-SIZE BOOKS

They're perfect for pocket-size minds... and easy on pocket-size budgets!

MAD POCKET DEPARTMENT
850 Third Avenue
New York 22, N. Y.

I enclose the proper amount indicated below. Please send the books I've checked to—
On orders outside U. S. A. add **10%** extra

NAME____________________
ADDRESS____________________
CITY____________ ZONE____ STATE____

AND SEND A CHEERY ANNOUNCEMENT SAYING IT'S A CHRISTMAS GIFT FROM:

____

☐ The **MAD** Reader	☐ **40¢** for **1**
☐ **MAD** Strikes Back	☐ **75¢** for **2**
☐ Inside **MAD**	☐ **$1.05** for **3**
☐ Utterly **MAD**	☐ **$1.40** for **4**
☐ The Brothers **MAD**	☐ **$1.75** for **5**
☐ The Bedside **MAD**	☐ **$2.10** for **6**
☐ Son of **MAD**	☐ **$2.45** for **7**
☐ The Organization **MAD**	☐ **$2.80** for **8**
☐ Like **MAD**	☐ **$3.15** for **9**
☐ The Ides of **MAD**	☐ **$3.50** for **10**
☐ Fighting **MAD**	☐ **$3.85** for **11**
☐ The **MAD** Frontier	☐ **$4.20** for **12**
☐ **MAD** In Orbit	☐ **$4.55** for **13**

☐ **DON MARTIN STEPS OUT** .... **50¢**





Wrap your gift with a **FULL COLOR PICTURE OF ALFRED E. NEUMAN**

Just paste one on each Christmas package, and the person who gets it won't expect too much!

Send 25¢ for each to: Department What-Color? C/O MAD, 850 Third Avenue, New York 22, N. Y.

NUMBER 76 JANUARY 1963

MAD

"Housework is what a woman does that nobody ever notices— until she doesn't do it!"—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner
ASSOCIATE EDITORS: Jerry De Fuccio, Nick Meglin
LAWSUITS: Martin J. Scheiman **PUBLICITY:** Richard Bernstein
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli
CONTRIBUTING ARTISTS AND WRITERS:
The Usual Gang of Idiots

DEPARTMENTS

**Various Places Around The Magazine

MAD — Jan., 1963 Vol. 1, Number 76, is published monthly except February, May, August and November, by E.C. Publications, Inc., at 850 Third Avenue, New York 22, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Allow 6 weeks for change of address to become effective.

VITAL FEATURES



MAD asks what toys would be like if kids designed their own . . . then answers the question, since we're on the same mental level.



If the Govt. bought like the Public buys, things'd be about the same as they are now: It would still spend more than it's got!



An article dealing with pilot films of TV shows that were nixed for some reason or other, like this article should have been.



A look at how newspapers pick photos and captions to sneak across editorial opinion . . . in an article that uses the same device.



We bet your reaction to this article will be like ours — not like what the author intended. Mainly, it'll leave you "cold"!



MAD offers some clever inventions to help make for happier living . . . if you can call what we're doing these days "living"!



MAD honors the man who makes the sick, shocking antics of Hollywood stars possible — because he gets 'em the money to squander.



MAD creates an "Alphabet Book" that spells out the commercialism of holidays — like Christmas and New Years — to the "letter"!

LETTERS DEPT.



DR. KILJOY

Congratulations for printing such a fine article as "Dr. Kiljoy" (MAD #74). I enjoyed it immensely. It was the best yet!

Sherry Hagenson
Evanston, Ill.

There have been some really funny things in MAD, but you really outdid yourself with "Dr. Kiljoy."

Chip Brezee
Richmond, Va.

I never read a funnier take-off on a TV medical show. I just love your magazine. Keep up the great work.

Linda Arvin
Bronx, N. Y.

You've destroyed my image of TV doctors. Now, I can't watch any of those shows without thinking of your article, and then laughing myself silly over them.

Diana Sardiñas
Bergenfield, N. J.

Your article on "Dr. Kiljoy" was very educational, and I learned a lot from it . . . mainly never to read MAD while I'm eating.

Dick McIntyre
Newman, Calif.

"SPEAKING"—WITH ONE WORD

All I can say about your new regular article "Speaking From Pictures" is—"More, More, MORE, MORE, M O R E"...

Joe Lemak
Watkins Glen, N. Y.

MAD RADIO STATION

Well, I'll be a knock-kneed Gnu! I didn't know MAD Magazine had a radio station until, while driving through Oklahoma, I found KMAD at 1550 on my dial at Madill, Okla.

Bob Willingham
Lawrence, Kansas

MAD SUBSCRIPTIONS
850 THIRD AVENUE
NEW YORK 22, N. Y.

Enclosed is **$2.00.** Please send a 9-Issue MAD Gift Subscription to:

NAME ____________

ADDRESS ____________

CITY ________ ZONE ___ STATE ____

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING:

____

MAD SUBSCRIPTIONS
850 THIRD AVENUE
NEW YORK 22, N. Y.

Enclosed is **$2.00.** Please send a 9-Issue MAD Gift Subscription to:

NAME ____________

ADDRESS ____________

CITY ________ ZONE ___ STATE ____

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING:

____

PRE-COLUMBIAN MADNESS



I thought the enclosed photo might be amusing to you because of its resemblance to Alfred E. Neuman, the "MAD" boy. It is a pre-Columbian "terra-cotta" which is in the Dallas Museum of Fine Art.

J. P. Charbonnier
Paris, France

REPRINT FIRST ISSUE?

I think it would be a real treat if you'd publish an exact replica of the very first issue of MAD.

Johnny Bolin
Tulsa, Okla.

Why?? It was terrible!!—Ed.

OH . . . HENRY.



I hate the guy who draws the satires of "Henry" for MAD because he does a better job than I do. I draw the "Henry" daily comic strip, and Don Trachte does the "Henry" Sunday page. I think Don feels the same as I do. "Henry" never speaks, but brother, I do—and I'm crazy about MAD.

John J. Liney, Jr.
Huntingdon Valley, Pa.

COLLEGE HUMOR?

It's articles like "When Newspaper Editors Go On Vacation" (#74) that prove MAD to be almost too rare for general public sale. C'mon, Harvard faculty—we're on to this "moonlighting." And for readers' sake, we hope the Board of Trustees never vote pay raises for Dean Gaines, Prof. Feldstein and staff.

I. J. McNatt
Ft. Smith, Ark.

CANADIAN MAD FUN

After we read it, we had a "ripping" good time with the latest issue of MAD—if you know what we mean.

Linda Litwack
Portage La-Prairie, Man., Can.

BUBBLING ENTHUSIASM



MAD has sunk to new depths. As a professional scuba diver, I spend many hours underwater. Whenever I get MAD, I take it down with me. So try not to be so funny. When I laugh underwater, my facemask leaks!

Judy Joye
New York City

QUERY ON BRICKBATS

Do people ever throw bricks through your windows?

George Ehlers, Jr.
Anniston, Ala.

No, people never throw bricks through our windows—because we're high up in a modern office building. But pigeons do!—Ed.

THEY LAUGHED WHEN I SAT DOWN TO PLAY THE PIANO . . .









Are you sure this is the ending of the Schubert "Unfinished Symphony"?

Peter Nero
New York, N. Y.

No, Pete—but it might be the ending of your career. All kidding aside, though, our congratulations on your winning the "Grammy Award" for the "Recording Artist of the Year."—Ed.

SUMMER REPLACEMENTS

I enjoyed your article on "Summer Replacements." Now—what we need is a "Summer Replacement" for MAD!

Joe Langjahr
Balboa Island, Calif.

And what we need is "Summer Replacements" for nasty-letter-writers!—Ed.

MAD-INSPIRED IMPROVEMENTS

The other day, my boss caught me reading a copy of MAD. After I'd finished, he picked it up and began thumbing through it himself. This simple act on his part inspired him to have some work done on our studios which has improved our working conditions 1000%. Our sincere thanks to you for providing the boss with the idea that has literally changed our lives.

Tom Sidwell
WIOS Radio
Tawas City, Mich.

P.S. Precisely what does the word "Fumigate" mean?

Please address all correspondence to:
MAD, Dept. 76, 850 Third Avenue
New York 22, New York

THEY DREW WHAT THEY WANTED DEPT.



We at MAD feel that the designs of today's Christmas toys reflect our warped adult sense of values. We at MAD also feel that the success of today's Christmas toys exposes our basic insecurity as parents trying to buy the love of our children with material things. But mainly, we at MAD feel too cheap to spend that money on our kids! So here is our idea: Instead of nuclear physicists designing complicated costly toys, why not let kids design them? Children's drawings show simple, beautiful, joyous viewpoints that no grown-up can hope to capture. Here, then, is what we would be seeing . . .

IF KIDS THEIR O

STORY AND MODELS BY AL JAFFEE



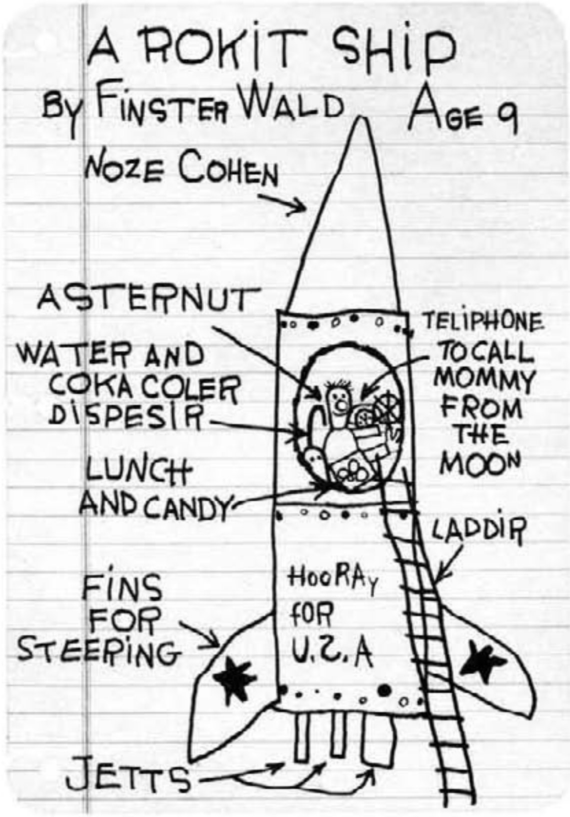


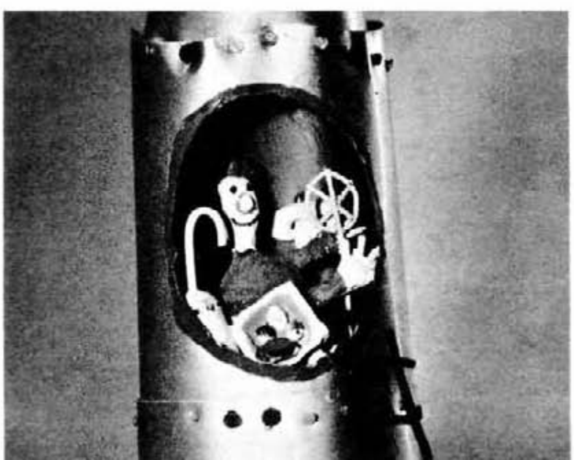


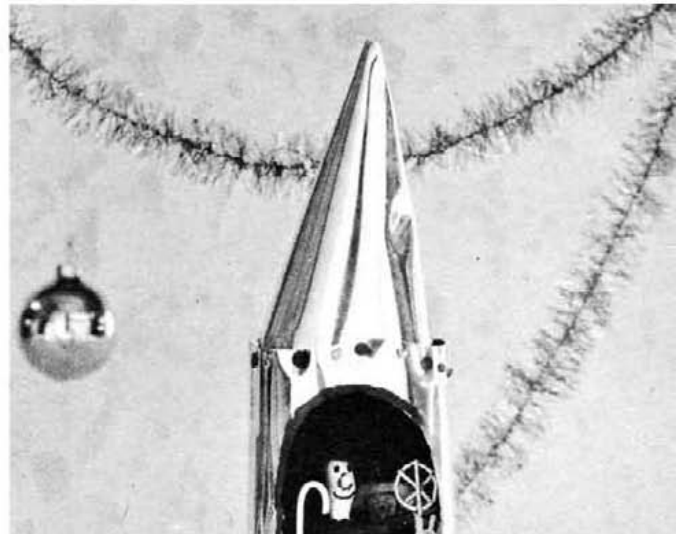
Dolls have become so complicated and realistic today, they're almost human. But little girls don't want human dolls. If you don't believe it, watch how little girls torture baby brothers or sisters. We interrupted little Karen Shmutz while she was sticking her finger down her baby brother's throat, and asked her to design this doll.

DESIGNED
WN XMAS TOYS

PHOTOS BY LESTER KRAUSS







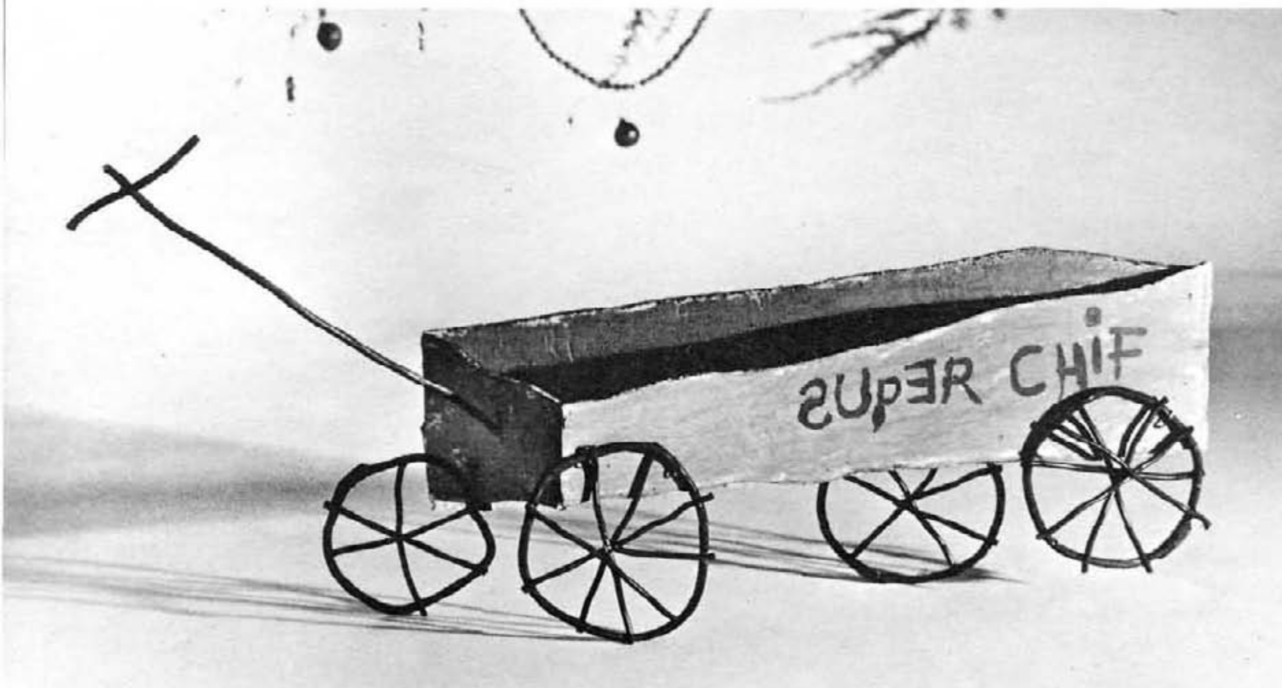
Nine year old Finster Wald's design for a rocket ship seems far more interesting to us than the realistic ones turned out by areo-space scientists working for toy companies. And it probably works as well as the ones these guys designed for the U.S. space effort before they left to go to work for the toy companies.



Notice the brilliant new concepts that 7-and-one-half year old Sheldon Shnook's wagon introduces to the toymaker's art . . . brilliant new concepts like crooked sides . . . wheels that won't turn . . . and perspectives that haven't even been discovered yet! But Sheldon's wagon has one thing that no one can take away from it: its inner beauty . . . namely, its low price!



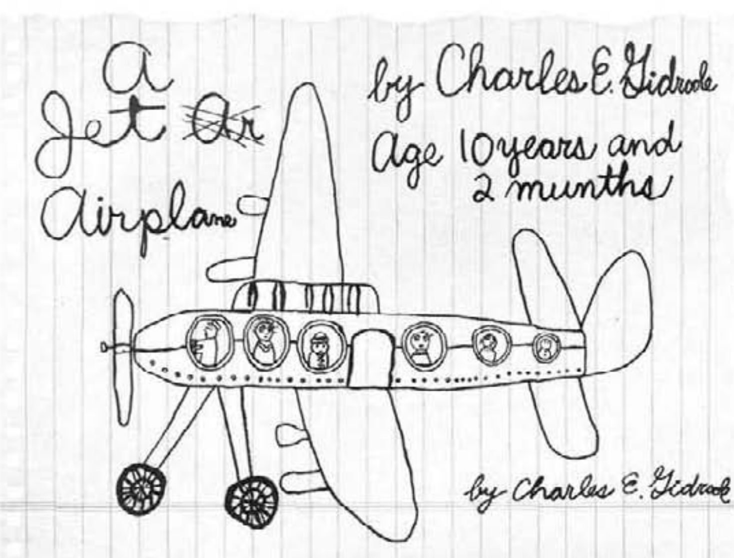




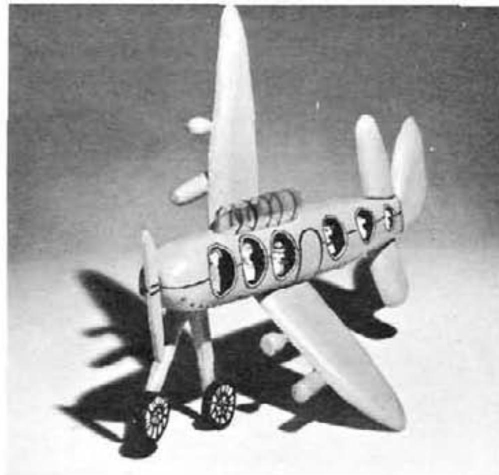


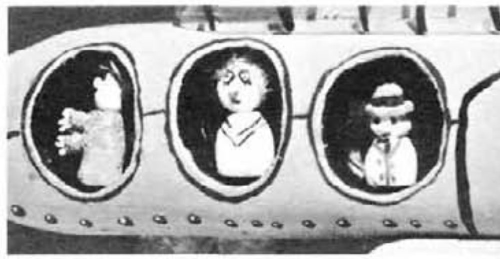


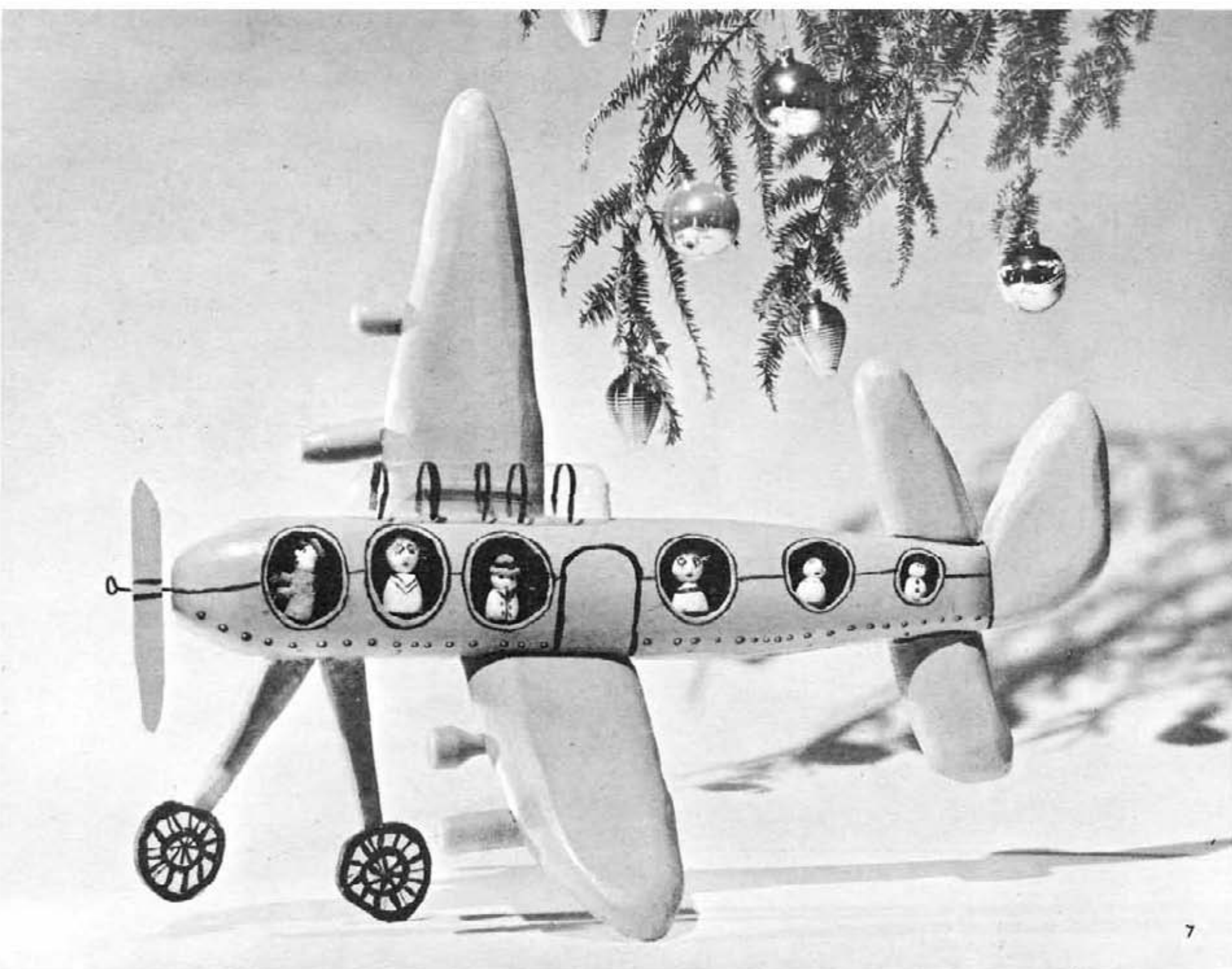




Charlie misses nothing when he sees a jet airplane. Of course, he misses plenty when he draws one . . . but we think it's grand anyway. His attention to detail is enchanting. It's also a bit cockeyed, but that's okay because we're hoping some forward-looking toy company will manufacture Charlie's plane and he'll make enough money on royalties to afford the glasses he needs.







Alfred's Poor ALMANAC

TUES 13	MAD goes on sale. World leaders rush to stands to see what they said in "Speaking From Pictures!"	WED 14	French Guillotine operators go on strike, demand severance pay, 1789.
THURS 15	"Man who marry more than one woman usually have strong altar ego!"	FRI 16	Mrs. Ponce de Leon divorces Ponce for going to Florida without her, 1513.
SAT 17	Millard Fillmore refuses to sign Pony Express Bill unless Congress attaches a rider, 1851.	SUN 18	The original Canadian Club was not Canadian, nor was it a Club. It was an African spear called a "Schenley."
MON 19	Melvin Waxwing asks that his wife be named a disaster area, 1960.	TUES 20	New Musical based on "The Three Bears" opens on Broadway. Reviewers call it "Grisly," 1953.
WED 21	Pilot Ralph Ambergris air-drops Thanksgiving dinners to troops, inventing new kind of turkey chute, 1943.	THURS 22	Thanksgiving Day. Entire nation gives thanks that this is the final edition of Alfred's Poor Almanac.
FRI 23	"Man who drinks incessantly usually ends up as a beast of bourbon!"	SAT 24	As long as this is the last Almanac . . . Sheila Weinstock is a Fink!!—Frank Jacobs.
SUN 25	Alfred E. Neuman and Casey Stengel begin series of debates on "The Great Philosophies," 1959.	MON 26	As long as this is the last Almanac . . . Frank Jacobs is a Fink!!—The Editor.
TUES 27	If all the mackerel caught in 1962 were laid end-to-end across the Sahara Desert, boy, would they stink!	WED 28	Stan Musial says he wishes his team had won the pennant, but it just wasn't in the Cards, 1960.
THURS 29	Harry Houdini reluctantly attends Mother-In-Law's birthday party. He just couldn't get out of it, 1924.	FRI 30	"Man who wears leather watchband is usually strapped for time!"

WRITER: FRANK JACOBS

DECEMBER

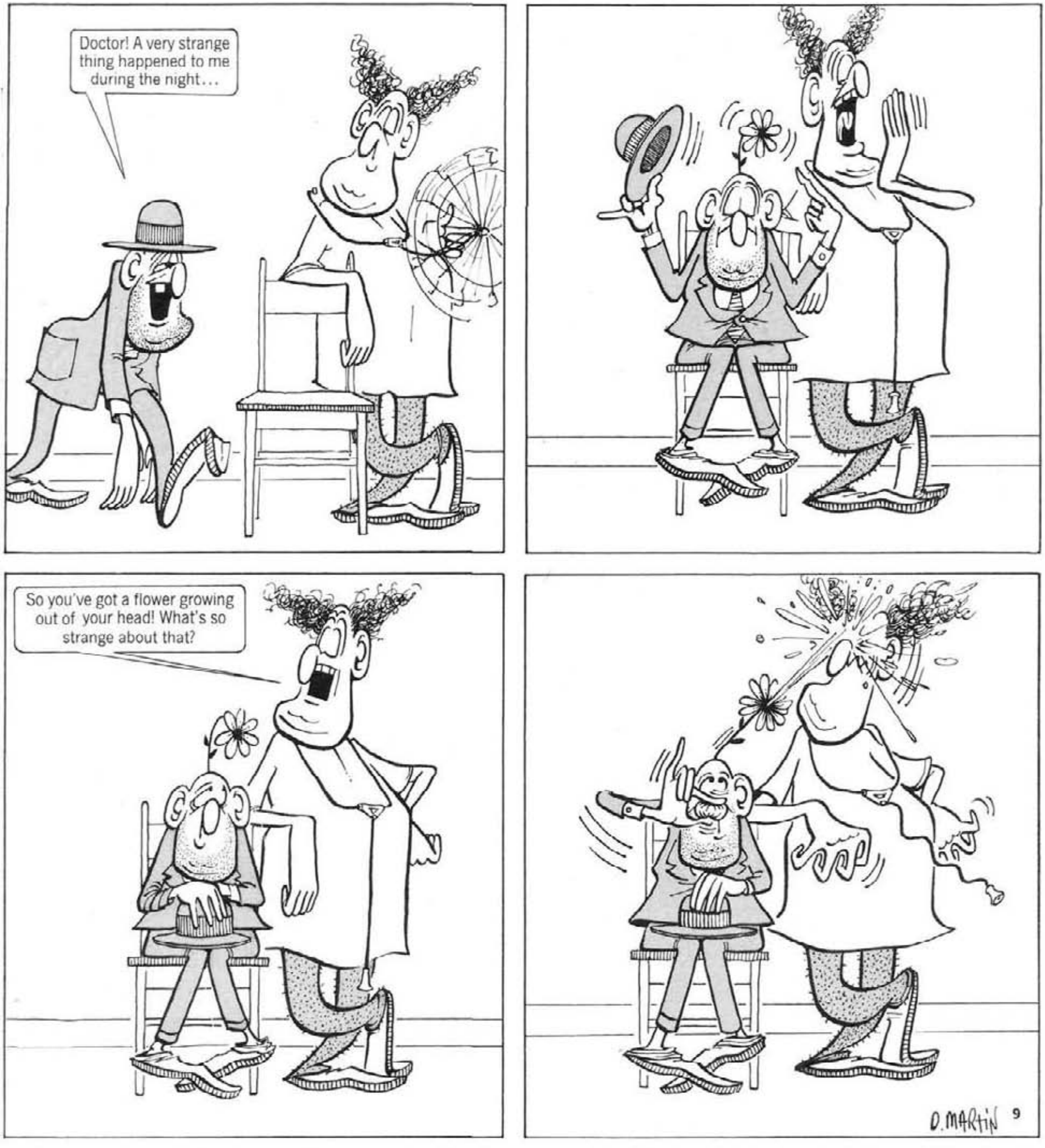
		SAT 1	Fidel Castro invites leading Rhode Island "Red" to Cuba so he can practice his chicken-plucking, 1960.
SUN 2	Washington, D.C. discovers "New Frontier Roulette"—five Kennedys and a Businessman, 1961.	MON 3	"Pink elephants are nothing but pigments of the imagination!"
TUES 4	"People who own large estates spend most of the time minding their manors!"	WED 5	France will break off diplomatic relations with U.S.A. today after seeing 18th consecutive re-run via Telstar.
THURS 6	Sheep herder Walter Whiffle accidentally leads his flock on to State highway, invents the ewe-turn, 1941	FRI 7	Pyromaniac Chester Ungley confesses to police, blames it on his burning ambition, 1938.
SAT 8	Nick Adams and Troy Donahue open their new School of Acting. Laurence Olivier throws up on site, 1961.	SUN 9	"Criminals are invariably bothered by feelings of apprehension!"
MON 10	Transparent Airlines orders overweight pilot to go on a "crash diet"—loses its only plane, 1948.	TUES 11	U.S. Mint at Philadelphia opens new wing, claiming extra facilities will provide better quarters, 1911.
WED 12	There are 17 different ways to pronounce the word "Potrzebie," all of them incorrect!	THURS 13	Ex-Sen. Hugo Lumpf, who kissed 14,728 babies but lost his last election campaign, dies of colic, 1960.
FRI 14	Three twisters destroy downtown Dallas before the Police can turn off their transistor radios, 1961.	SAT 15	"A tension wire gets its name because it's high-strung!"
SUN 16	San Quentin Prison baseball team sends most players to the annual "All-Stir Game," 1957.	MON 17	Police confuse golfer Ed Sfortz with escaped criminal Al Skagg, resulting in pro and con argument, 1949.
TUES 18	National Nudist's Convention opens with playing of official theme, "Rawhide," 1960.	WED 19	"Chef who bakes lousy pastry for restaurant is often responsible for poor turnover!"
THURS 20	Angus MacThistle refuses to accept Plaid Stamps because the pattern is not his family Tartan, 1961.	FRI 21	Dentist Milton Frazzle has patients gargle with egg-nog, invents the first Orifice Christmas Party, 1911.
SAT 22	First Day of Winter. Celebrated in every State except Florida, where Winter is not officially recognized.	SUN 23	Dexter Starkraving throws oversized yule log in fireplace, ends up with broken hearth, 1931.
MON 24	Christmas Eve. Final chance to return gifts you received for Christmas, 1961.	TUES 25	Christmas Day. The day when folks try to pass out their presents before they pass out themselves.
WED 26	MAD goes off sale. World leaders rush to lawyers to sue for what they said in "Speaking From Pictures!"	THURS 27	



DON MARTIN DEPT. PART I

Don Martin, who's been handing us the same "song and dance" for years, recently came up with an idea for a new musical called "Flower Dome Song!" It happened –

IN A DOCTOR'S OFFICE



BOOSTING THE ECONOMY-SIZE DEPARTMENT

Today, American manufacturers spend millions of dollars in an insane drive to get you to grab their products. Giant advertising campaigns bombard you with ridiculous reasons for buying a certain brand of junk, and TV and mail promotions give you added incentives for throwing away your good money. Which is okay, if you're idiot enough to fall for them. But thank goodness the United States Government isn't subjected to this pressure — it buys from **sealed bids!** Can you imagine what it'd be like if the Government **did** buy the same way as you and I? Can't you **see** some of the TV, magazine and mail advertising campaigns Madison Ave. would come up with

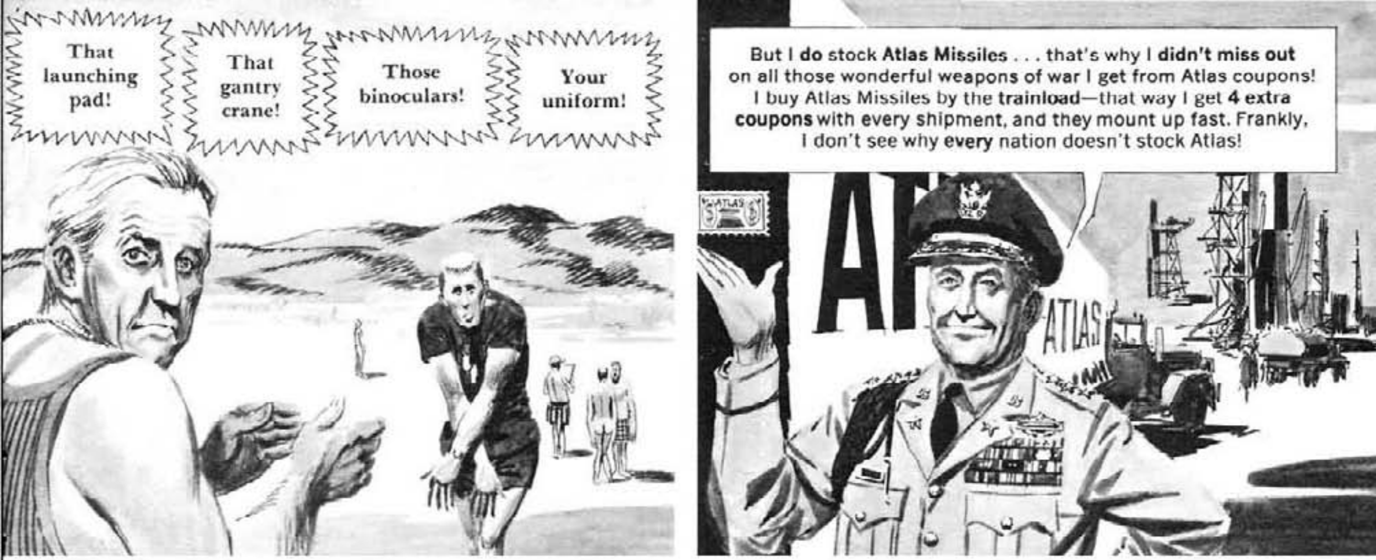


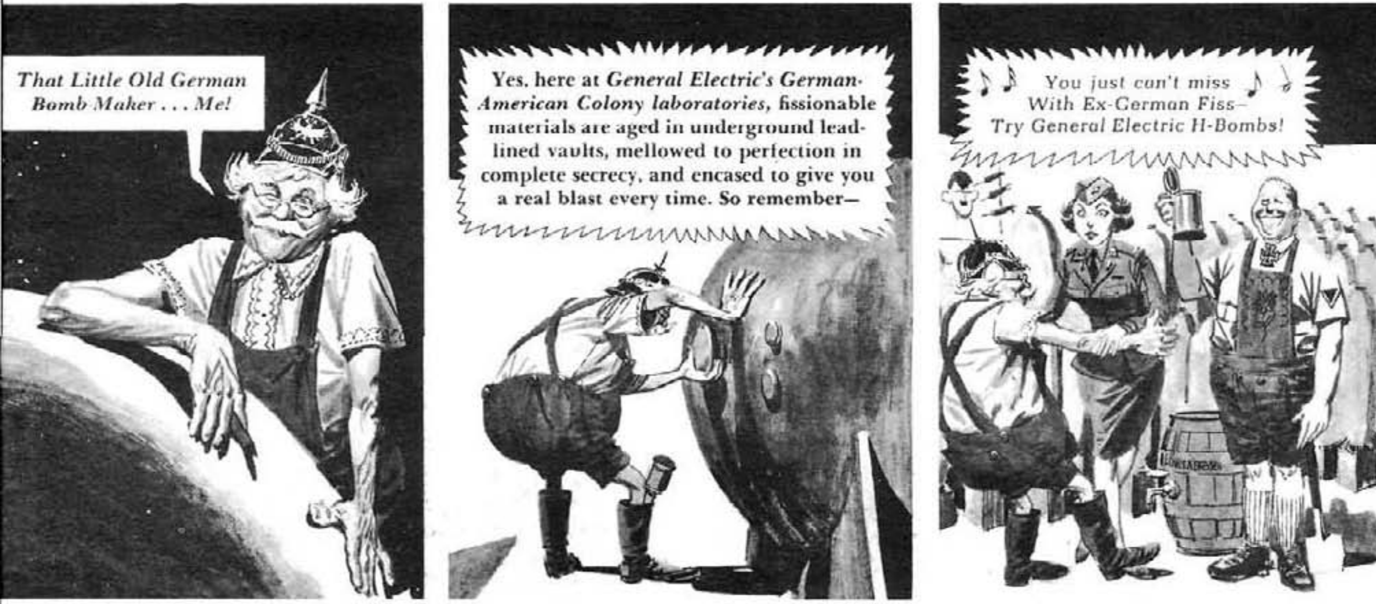
IF THE U.S. GOV'T. BOUGHT LIKE THE U.S. PUBLIC BUYS







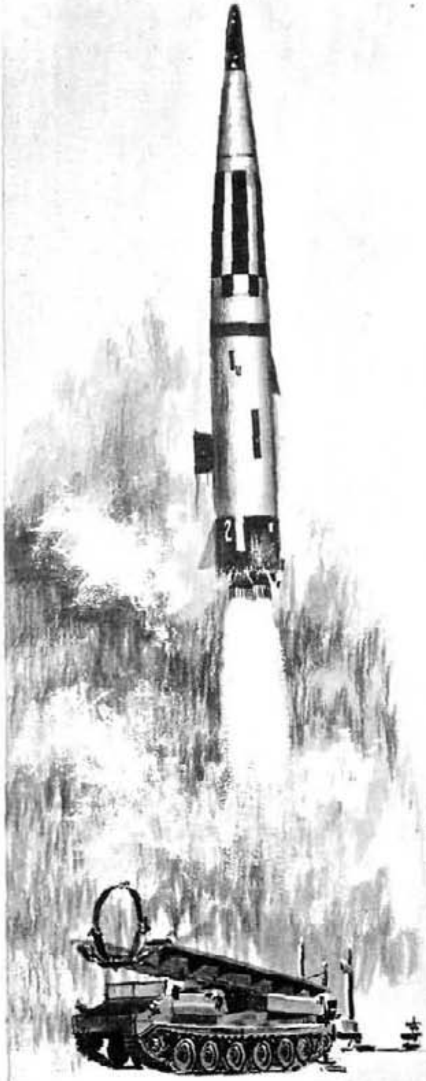




ARTIST: GEORGE WOODBRIDGE
WRITER: STAN HART



NAME THIS NEW GENERAL DYNAMICS I.C.B.M. ROCKET AND Win It!



Imagine yourself the envy of every Military Commander in the continental United States. With your own personal General Dynamics ICBM Rocket, **you're** *the boss! The Pentagon listens to* **you!** Comes fully operational, complete with beautiful full-color map outlining 37 suggested target areas. And it's yours **FREE!** Just give it a winning name!

HERE'S ALL YOU DO:

Choose a name from list of suggestions below that you feel best describes the new General Dynamics ICBM rocket and complete this sentence in 25 words or less: **"I think the new General Dynamics ICBM Rocket should be called:**

____

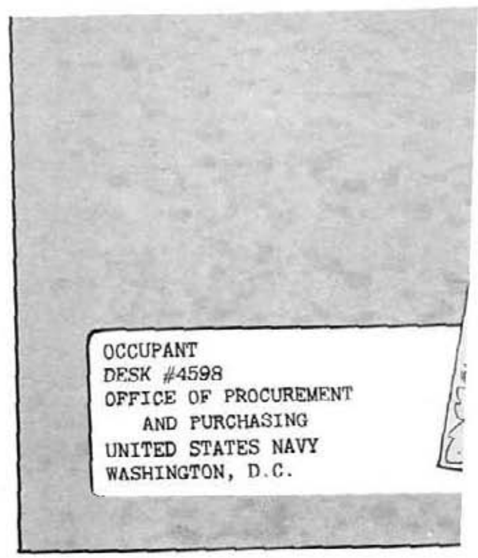
Because: ______________

Suggestions:

GREEK: Icarus, Oedipus, Plato, Spyros Skouros
ROMAN: Vulcan, Pliny the Elder, Anna Magnani
GERMAN: *Dancer, Prancer, Donner und Blitzen*
AMERICAN: Mary Worth, Alley Oop, George Jessel

Send your entry along with the end-flap from any General Dynamics weapon crate to: Contest, Box 137, Fallout Shelter Station P.O., Wilmington, Delaware. *Employees of General Dynamics and civilians not eligible. The contest closes* **May 16, 1963.** Winners will be announced on special Conelrad Broadcast right after the first attack wave is completed.

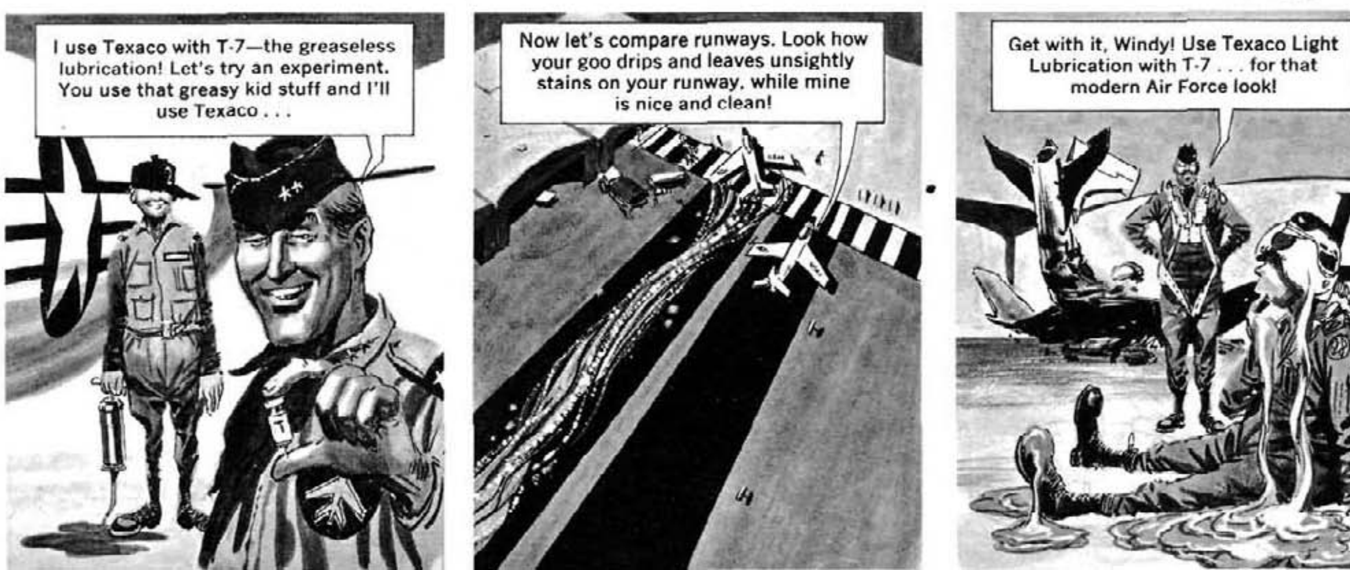







Say—aren't you Phil Duncan, that salesman on TV?
That's right, sir! And I'd like to talk to you about your fallout!
Let me show you how you can have a hydrogen bomb that's not just clean —but clean clear through! With DuPont U-235!
U-235
No longer will your neutral neighbors accuse you of dirtying up the earth's atmosphere. With DuPont U-235, your radioactive clouds are fleecier and easy to manage. For your next blast, use DuPont U-235—and have a test series you can be proud of!


$2 Million
THIS COUPON IS WORTH
$2,000,000
YES, YOU SAVE $2,000,000 IN THIS GREAT NEW
GET-ACQUAINTED OFFER
when you purchase our new Model 789-AP
AIRCRAFT CARRIER
SMOOTHER SAILING
LONGER LASTING
GREATER DETERRENT
Just take this coupon with you when you go shopping at your friendly Newport News Shipyards, and cash it in for BIG SAVINGS!
This offer void for unfriendly nations.
$2 Million
$2 Million
$2 Million


I use Texaco with T-7—the greaseless lubrication! Let's try an experiment. You use that greasy kid stuff and I'll use Texaco . . .
Now let's compare runways. Look how your goo drips and leaves unsightly stains on your runway, while mine is nice and clean!
Get with it, Windy! Use Texaco Light Lubrication with T-7 . . . for that modern Air Force look!

FREEDOM WITH SPEECH DEPT.

Who says things in MAD have no great political significance? Take Gerald Gardner, f'rinstance! And don't tell us where you take him! Anyway – according to *Newsweek*, several pages of Gerry's new book "Who's In Charge Here?" were hidden by administration staffers in President Kennedy's cake at a private White House dinner. *Newsweek* reported that "he broke up" when he read them. The big question is: What did the President break up? The cake? The party? The furniture? And so, in tribute to JFK's sense of humor, Gerry devotes this issue's captioned quips to –

PRESIDENT KENNEDY SPEAKING













AND THE WASHINGTON CROWD...

FROM PICTURES





WRITER:
GERALD GARDNER

PHOTOS BY
UPI AND WORLD WIDE





FOOTAGE IN THE MOUTH DEPT.

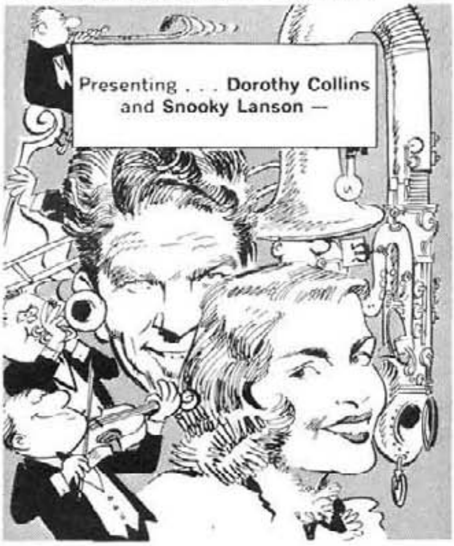
Every year, thousands of dollars are spent making TV pilot films. This news may not shock you because you've probably got no idea what a TV pilot film is. Well, it's like this: Somebody gets an idea for a great new TV series, so he makes a film of one show to demonstrate the idea. Then he tries to peddle it to ad agencies and networks. Many of these pilot films are pure garbage. Those are the ones that are immediately sold and scheduled as regular programs. But the majority of pilot films are scrapped because unforeseen things happen between the time they're shot and the time they're peddled around the industry. Now here, for example, are some of the...

TV PILOT FILMS THAT NEVER MADE IT

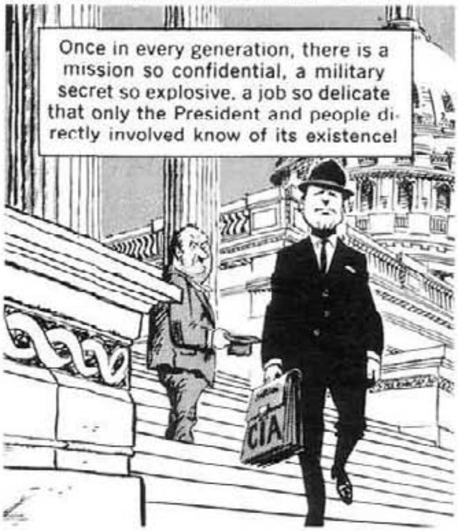


ARTIST: MORT DRUCKER WRITER: STAN HART

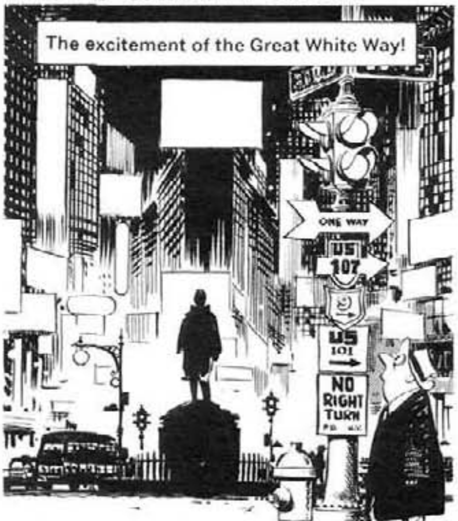
A NEW MUSICAL SHOW



A NEW ADVENTURE SHOW



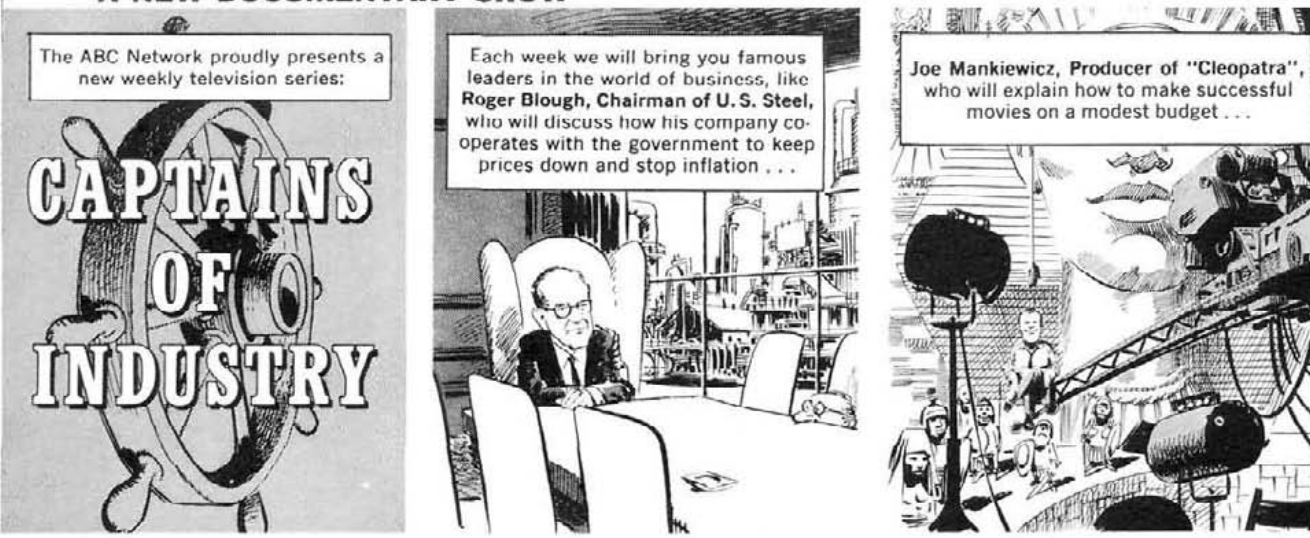
A NEW VARIETY SHOW



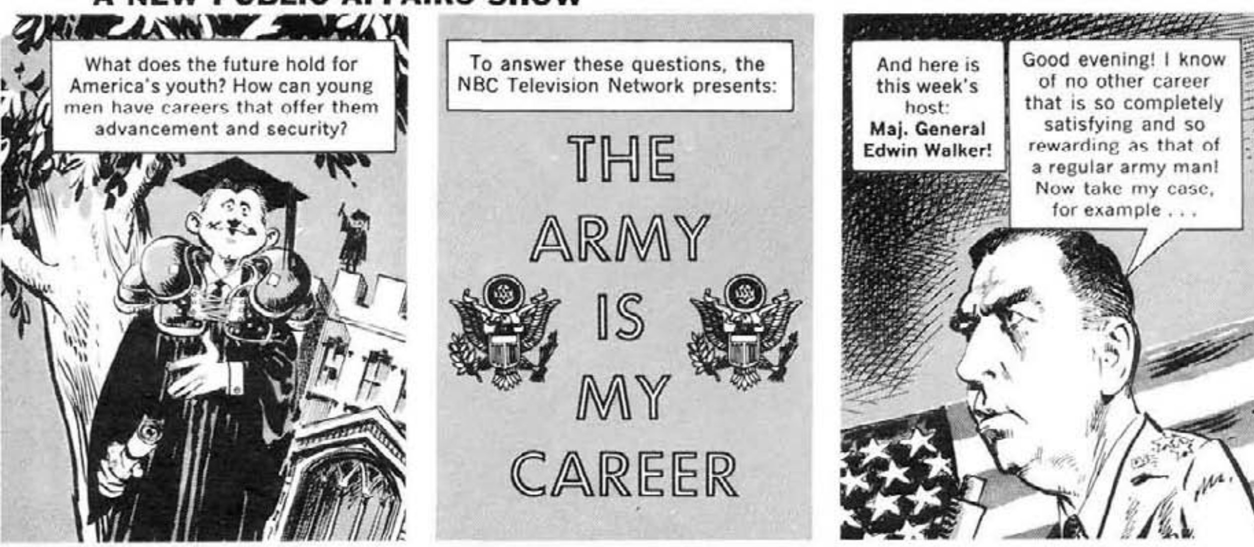


. . . with the June Taylor Dancers, and the Norman Luboff Choir . . . in —
THE EDSEL SHOW
Tra-vel
Near and far —
In your
Edsel car . . .
Such was the message to Garcia in 1898!!
Such was the New Mexico atomic bomb tests in 1945!!
Now, the top secret of our generation can be revealed at last — the successful completion of a most vital Central Intelligence Agency operation, brought to you as it actually happened — in this exciting new weekly series —
EYE IN THE SKY
THE STORY OF U-2 PILOT FRANCIS GARY POWERS
The glamor of Hollywood!
OPENING NIGHT
The talented stars of today and tomorrow all perform for you at —
THE SHOW BUSINESS ILLUSTRATED PENTHOUSE PARTY
And here is your host — Publisher HUGH M. HEFNER
Hi! Glad you could make our weekly get-together, presented by that great new successful magazine Show Business Illustrate

A NEW DOCUMENTARY SHOW

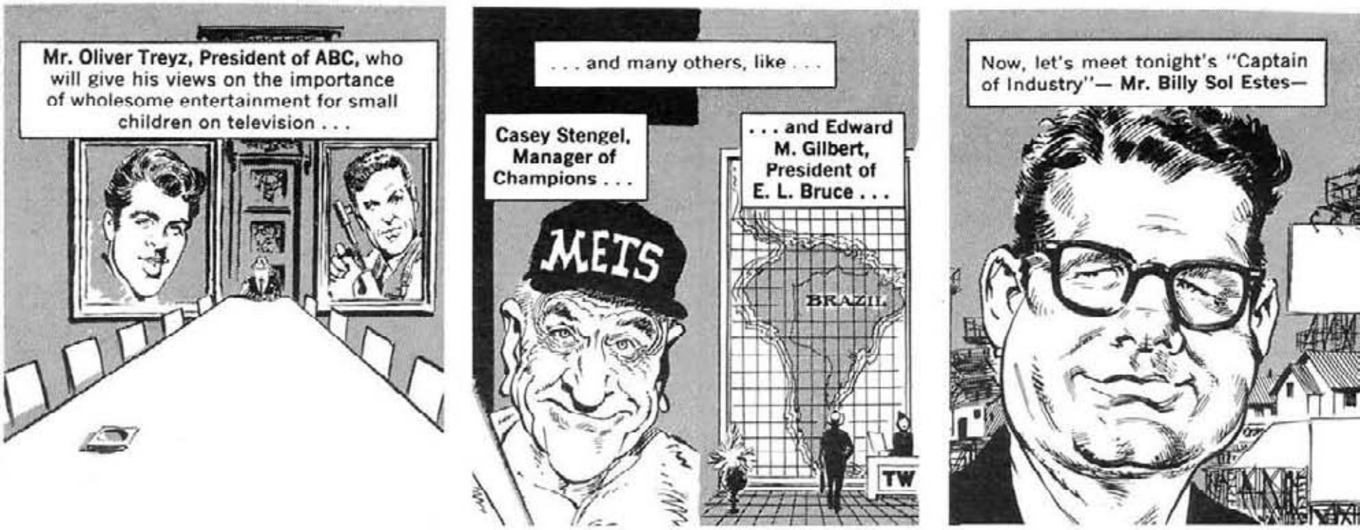


A NEW PUBLIC AFFAIRS SHOW

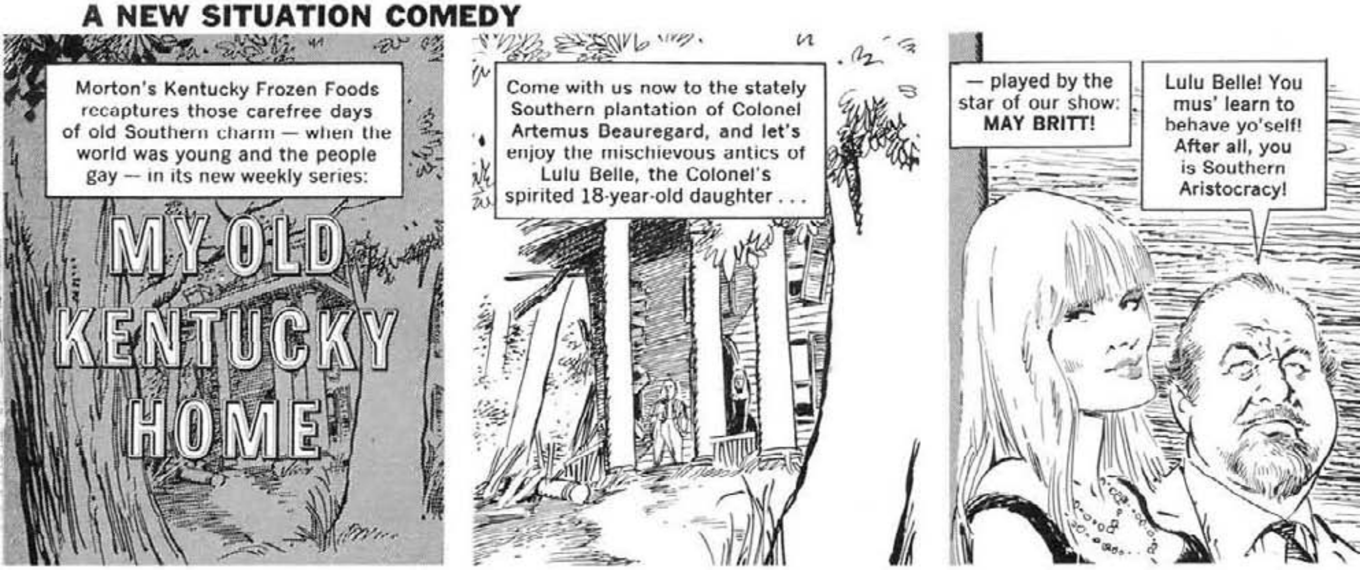


A NEW WOMAN'S DAYTIME SHOW





A NEW SITUATION COMEDY



A NEW SHOW FOR THE BBC



As Americans, one of our most admirable traits is the ability we have to laugh at ourselves and make light of serious matters. Even Cape Canaveral couldn't escape the humorous onslaughts directed its way by such comics

A MAD LOOK AT THE



as Nichols and May ("But, Mother—I was sending up Vanguard!"), Bill Dana ("I'm gonna cry a lot!"), Charlie Manna ("I'm not goin' without my crayons!"), etc. And so, in answer to many requests that we add our observations, here's

U.S. SPACE EFFORT

ARTIST & WRITER: SERGIO ARAGONES

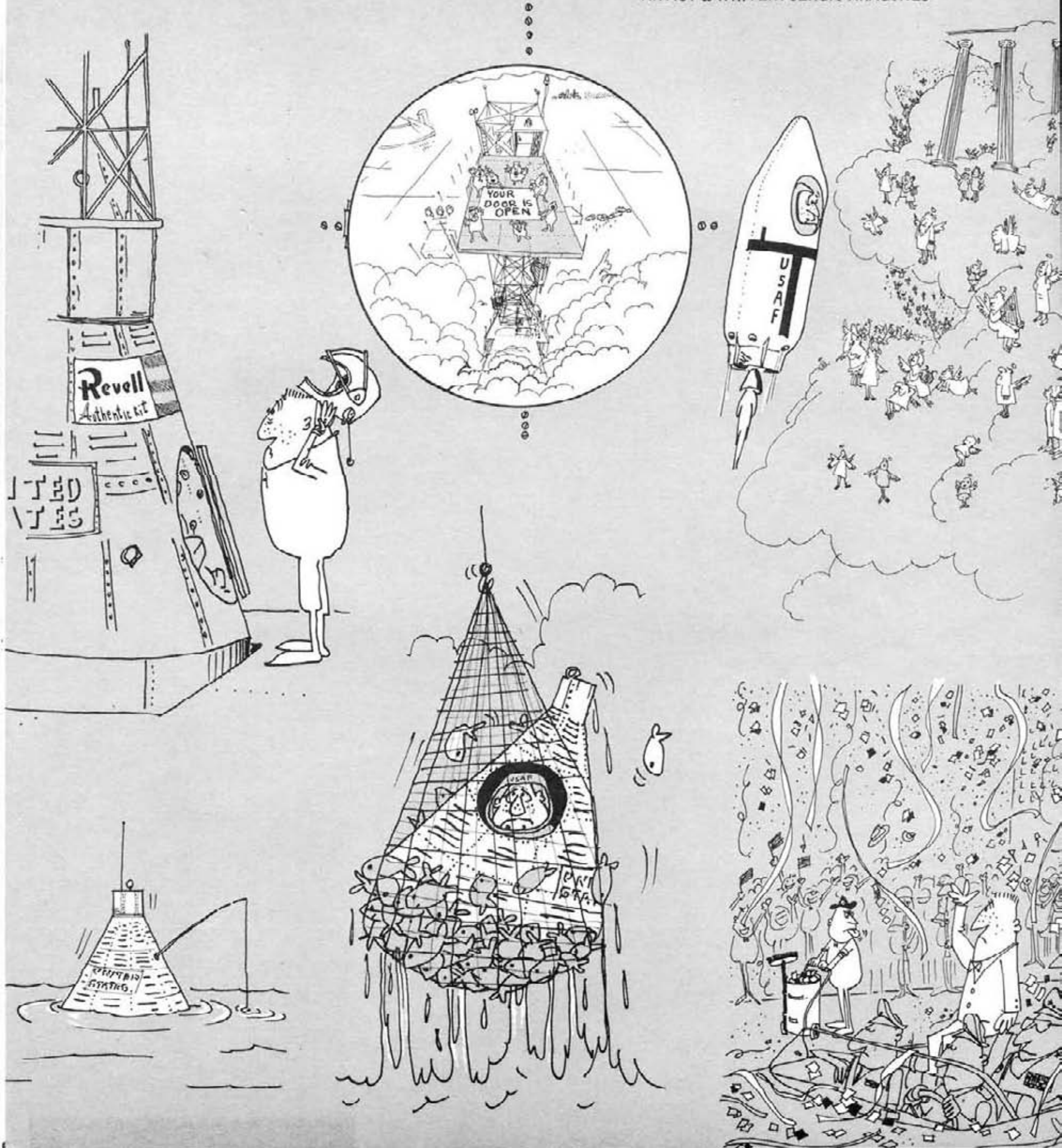


PHOTO-PLAY DEPT.

The next time you look at a newspaper picture, just remember one thing: Every newspaper has an editorial policy. Unfortunately, the policy is usually to give the readers sex and sensationalism. But sometimes there are other reasons for publishing a particular photo, like f'rinstance it's a good chance to attack some public figure the publisher hates, or con-

SEEING ISN'T AL

WHEN YOU LOOK AT

NEWSWORTHY "ARRIVAL" SHOTS ARE ALWAYS GOOD FOR CIRCULATION ....



Daily Bugle Photo No: 1 Comments:
Several luminaries arrived at N.Y. International Airport today. BOAC brought Dr. Albert Schweitzer, here to reveal his new-found cure for malaria, rated as the top medical achievement in the past five years.



Daily Bugle Photo No: 2 Comments:
General Charles De Gaulle arrived on KLM flight #45. He will attend several testimonial dinners, confer with Maurice Chevalier, visit the French Embassy, make a speech, and take English lessons from Genevieve.



Daily Bugle Photo No: 3 Comments:
TWA brought Pulitzer-Prize-winning poet Robert Frost, who is en-route to Washington D.C. to donate his manuscripts to the Smithsonian, and then go to the White House and read nursery rhymes to Caroline Kennedy.

THE PAPER IS SEARCHING FOR TEAR-JERKING SENSATIONALISM ....



Daily Bugle Photo No: 1 Comments:
Car driven by Philo Gribbish is slightly dented after running into tree outside home of Mr. and Mrs. Sidney Witherspoon of this city.



Daily Bugle Photo No: 2 Comments:
Gribbish explains to passerby that he swerved to avoid hitting a pair of rollerskates, but ran over them anyway, and then struck the tree.



Daily Bugle Photo No: 3 Comments:
Holding one of the skates, Gribbish berates little Bobby Witherspoon, 5, for leaving the skates in the street, and causing his accident.

versely, to publicize someone the publisher would like to see get ahead. What the newspaper does, therefore, is to print photos that don't really tell the whole story. Which brings us to this article. When you study the following photographs (with accompanying comments) which were available and then see the one that was finally published, you'll understand why we say

WAYS BELIEVING NEWSPAPER PHOTOS

ARTIST: WALLACE WOOD
WRITER: FRANK JACOBS

..........SO THEY SELECT THIS ONE



Daily Bugle Photo No: 4 Comments:
Gloria Quicklime arrived from the Khartoum Film Festival where she was named 4th best actress in a supporting role for her portrayal of a beach nymph in MGM's "The Bad Breath of Sidney Finsternisherman."



Daily Bugle Photo No: 5 Comments:
Soviet Premier Nikita Khrushchev arrived by Russian MIG en route to a speech before the U.N., a summit conference with President Kennedy, and another harangue with the State Dept. about getting into Disneyland.

LOOK WHO'S ARRIVED!



Today's featured arrival at N. Y.'s International Airport is starlet Gloria Quicklime, still radiant from her victory at the Khartoum Film Festival. Gloria sure adds a touch of class to the local scene.

..........SO IT PRINTS THIS PHOTO



Daily Bugle Photo No: 4 Comments:
Bobby yells back at Gribbish that he is now missing his other skate. Gribbish tells him it's most likely still under the car--to look for it.



Daily Bugle Photo No: 5 Comments:
While Bobby wriggles under car to find skate, Gribbish sadly mulls over damage to car and fact that his insurance lapsed week before.

GRIM AFTERMATH



"Tried to avoid accident, but swerved too late!" sobs motorist Philo Gribbish as he sadly fingers the rollerskate of five-year-old Bobby Witherspoon (lying under car). Gribbish's car went out of control in street outside boy's house.

THE PAPER HAS A GRUDGE AGAINST A POPULAR SINGER...........................



Daily Bugle Photo No: 1 Comments:
Before entering plush El Humidor club with his wife, singer Billy Hamster buys bouquet of orchids from poor, needy flower-seller.



Daily Bugle Photo No: 2 Comments:
In lobby, Hamster is thanked by Boy Scout Leader for his $25,000 personal check to aid the Over-Age Boy Scout Pension Fund drive.



Daily Bugle Photo No: 3 Comments:
At table, Hamster greets 3 clergymen who thank him for his support of inter-faith activities and his promotion of religious tolerance.

HERE ARE PHOTOS OF A POLITICIAN THE PAPER IS TRYING TO DEFEAT...........................



Daily Bugle Photo No: 1 Comments:
Reform Candidate for Mayor, Harvey Elkblight begins his campaign with a sidewalk tour of city's downtown area, shaking hands with voters and giving his views on main issues.



Daily Bugle Photo No: 2 Comments:
Despite the heat, Elkblight moves along his route, stopping before a dry cleaning store to symbolically point up his dedication to cleaning up the corruption in our city.



Daily Bugle Photo No: 3 Comments:
He attacks vice, gambling, illegal sale of liquor, cheap dance-halls, the large number of bars, rigged pinball machines, etc. as both his temper and the temperature soars.

HERE ARE PHOTOS OF A POLITICIAN THE PAPER IS TRYING TO RE-ELECT...........................



Daily Bugle Photo No: 1 Comments:
Mayor Frank Grafter starts off his re-election campaign by making the usual deals with local Party Bosses.



Daily Bugle Photo No: 2 Comments:
Continues busy re-election campaign schedule by conferring privately with Racketeers about needed funds.



Daily Bugle Photo No: 3 Comments:
Awards several municipal contracts to questionable Construction Firms to insure their loyalty and support.

SO IT PLAYS UP THIS PICTURE



Daily Bugle Photo No: 4 Comments:
While his wife freshens up in the Ladies' Room, Hamster obliges the couple at the next table who have asked him to autograph their menu.



Daily Bugle Photo No: 5 Comments:
Alone at last, and oblivious to everyone around, Hamster and his lovely wife exchange soft words and knowing looks of two people in love.

Hamster "Plays" Off-Key When He's Not Singing Off-Key



Singer Billy *(But, I'm happily married, I tell you!")* Hamster nestles up to an unidentified admirer in the Goldfish Room of the plush EL HUMIDOR CLUB.

AND HERE'S THE ONE THEY PRINTED



Daily Bugle Photo No: 4 Comments:
Elkblight pauses for breath, removes coat and loosens collar as temperature hits 90°. "This is nothing compared to how hot I'm making it for my opponent!" he quips slyly.



Daily Bugle Photo No: 5 Comments:
Candidate Elkblight ends sidewalk tour by stating that a vote for him is a vote for sane, clean, upright, honest City Government. As crowds cheer him, his prospects look good.

CANDIDATE FOR MAYOR IS CAUGHT OFF-GUARD



Harvey Elkblight, candidate for Mayor, was caught by our alert photographer in an unguarded moment outside a bar today. Looks like the Reform Candidate may need to do some reforming himself.

SO IT DOESN'T PRINT ANY OF THEM BUT PULLS OUT A MORGUE SHOT FROM 1948



Daily Bugle Photo No: 4 Comments:
Holds meeting with assorted Civic Groups and makes promises that he has no intention of keeping at all.



Daily Bugle Photo No: 5 Comments:
Ends his campaign with his one and only public appearance at a super market where he kisses 795 babies.

Mayor Confident Of Victory



Handsome and popular Frank Grafter, Incumbent Mayor seeking re-election, poses confidently for photographers. "The people will return me to office to continue serving them!" he smiled.

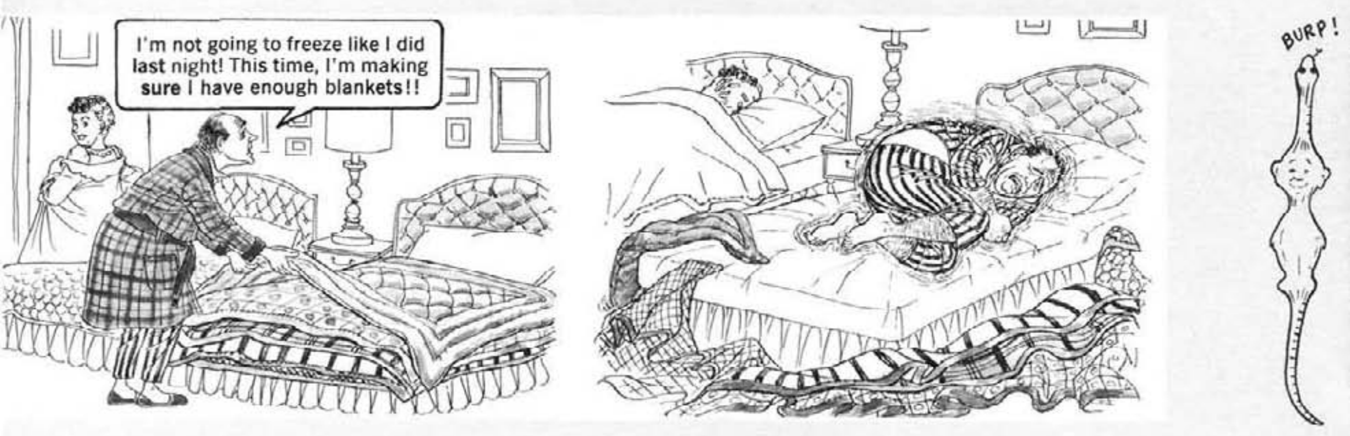
BERG'S-EYE VIEW DEPT.

Chestnuts roasting on an open fire, Jack Frost nipping at our nose . . . Yep, that frigid season is almost upon us. So, as a special service to all our readers, MAD presents the following feature guaranteed to warm the heart . . . and the hands as well . . . mainly if you put a match to it before you read it. Or better still, use a "lighter" on —

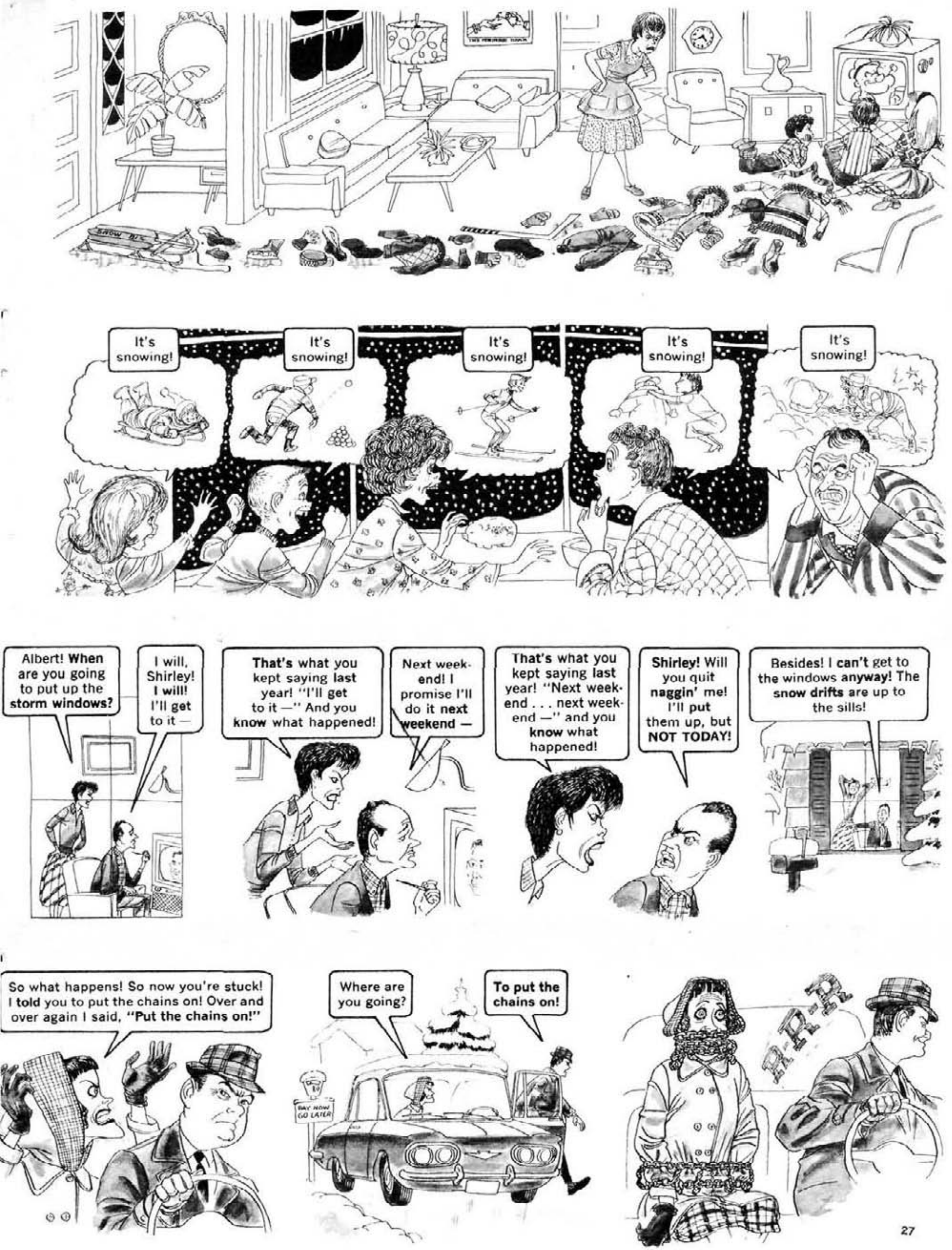
THE LIGHTER SIDE OF WINTER

WRITER & ARTIST: DAVID BERG








It's snowing!
It's snowing!
It's snowing!
It's snowing!
It's snowing!
Albert! When are you going to put up the storm windows?
I will, Shirley! I will! I'll get to it —
That's what you kept saying last year! "I'll get to it —" And you know what happened!
Next weekend! I promise I'll do it next weekend —
That's what you kept saying last year! "Next weekend . . . next weekend —" and you know what happened!
Shirley! Will you quit naggin' me! I'll put them up, but NOT TODAY!
Besides! I can't get to the windows anyway! The snow drifts are up to the sills!
So what happens! So now you're stuck! I told you to put the chains on! Over and over again I said, "Put the chains on!"
Where are you going?
To put the chains on!
PAY NOW GO LATER
R-R-R



Shovel your walk for a dollar, mister? Save you all that work!
Huh? You mean it snowed last night?!
Y-I-P-P-E-E-E-E-E!!
About your walk, mister! Only a dollar . . .
Beat it, kid! I got somethin' to do the job myself and save the buck you charge!
I've been waitin' weeks for it to snow so's I could use this new gadget! Now, all it has to do is snow 149 more times and I'll be even!
SNO-USE
$150
Grumble — grumble!
Daddy! Stop squirming and let me get this muffler on you!
Gee, Mom! The way you're bundling me up, I won't be able to ice skate!
Stand still and stop complaining! Honestly, I don't know what you men would do if you didn't have us women to see to it that you're dressed warm!!
I've been looking forward to this office Christmas party so I can kiss that gorgeous Gretchen Vavoom! And I know it'll take me weeks to get over it . . .
There's your chance now! She's standing under the mistletoe!
Y-you shudint hab kissed me, Mistuh Gween! I hab a tewibul co'd!!
Big deal! So you cleared the driveway! A lot of good that's going to do you if the road is still blocked with snow!
Listen, pal! Whaddya think I pay taxes for! It's the city's job to clear the roads — so how about comin' down here and do that very thing so I can get my car out of the driveway!!
See! All you have to do is make a little noise, and you get things done! Here comes the snow plow now! We'll be ready to go in another minute —



I wonder if the kids are home yet?
I'll let you *know in a* minute . . .
Rhoda is here! So *are Mark and Bruce!* And Sharon has two friends over —
How could you possibly know **that?** You haven't even been in the house yet!!
Just **women's intuition,** I guess . . .
Darn it! Look how that snow last night covered the cars!
Yeah!
Boy! It's hard work shoveling a car out from under a heavy snow storm!
Yeah!
But I think it's right neighborly of you to clean the snow off **my** car!
YOUR CAR?!
Yeah!
HAH!
Boy, there's nothing funnier then to see some pompous stuffed-shirt slip on the *ice and take a prat fall!!* **HA-HA-HA — HO — HO-HO!!**
HAH!
What's so funny?!
I **hate** Winter!!
I hate when the icy wind makes the tears run down your cheeks! I hate the blanket of snow that makes driving *dangerous! I hate when* it melts, and you have to slog through all that slush!
I hate when everything freezes over! I hate when your fingers and nose and ears get numb with the cold!
Oh, how I hate Winter!
Because that's when those **Yankees** come here to Florida to get away from them Northern winters! And **we hate Yankees!**
But we sure love them **Yankee dollars!**

The results of recent physical fitness tests proved that the youth of America is in pretty sad shape. We could've proved that without those tests since we know the kind of junk it reads, like this magazine f'rinstance. Anyway, it was shown that teenagers in this country trailed those of other nations in almost every aspect of physical fit-

MODERN TEE



HAIR SETTING

In the past, in order to spend hours in front of a mirror setting hair, you had to be either a girl, or a toupee maker, or else you were a "sissy," and run off the block. Today, it's a big thing for fellows to take an interest in hairdos, working up odd, unusual styles like the Sal Mineo "curl," the Fabian "wave," the Jack Kennedy "bush" and the Van Cliburn "ecch." *One N.Y. teenager walks around* in curlers. It doesn't impress girls—but it **does** keep him out of the army!

CAR LEANING

A shade lazier than just "Standing On The Corner," this has become a leading outdoor activity. Leaning on cars four weekday evenings and all day Saturday seems to be average. The usual number is three boys per car. Once, nine boys leaned on a large car as a gag, but the owner of the Hearse chased them away. Amusing results are obtained when six-footers lean on Volkswagens. Even more amusing results are obtained when cars drive off without a warning to leaners.





PARTY CRASHING

This is a perennial favorite, indulged in by teenagers who can't get dates or who don't feel like "car leaning" on a particular evening. As a precautionary measure, it is best to know in advance just **what** kind of party you're crashing. Recently, some party crashers ran into a streak of bad luck when they crashed in succession: A "Surprise Party" for Rocky Graziano, a Philadelphia Eagles victory supper, and a P.T.A. tea-dance.

ness. The results were termed "shocking." But actually there's no reason to be shocked. All one has to do is study just what teenagers do to account for these results. Today's youth has cast aside muscle-building sports like Baseball, Football, Punchball and Horseshoe Pitching, and has replaced them with "softer" activities like the following

NAGE SPORTS



ARTIST: GEORGE WOODBRIDGE   WRITER: ARNIE KOGEN

SHOULDER PUNCHING

One of the more "active sports," this activity involes some physical effort. Shoulder punching is the new way to say "Hello." It has replaced the hand shake, the back slap and the light tap across the chin. When a friend approaches, the teenager says, "Howya doin', Phil?," and punches him in the shoulder. Many boys have adopted this method as the "sheik" way of saying goodnight to a blind date. Instead of kissing her, they punch her on the shoulder. Good for plenty laughs.

BALCONY CAVORTING

"Movie Balcony Necking," although still with us, has been slowly overtaken by good-natured boisterous carryings-on whenever teenagers without dates gather up there. Most popular of these activities are: laughing at the wrong parts of the movie, hysterically cheering the cartoon, stamping and whistling when there are technical difficulties with the film, and of course that all-time favorite: running out side exits, leaving them open for light to stream in.





WINDOW SHOUTING

Six or eight guys pile in a car and go cruising down the main street. The one sitting in the front on the right (who is usually the best "make-out") becomes the "Window Man." He leans out as they pass females, and shouts clever, daring pick-up phrases like "Say, aren't you Doc Finster's daughter?," "Wanna lift?," "Hubba-hubba!" and "Man, I go ape over freckles!" Then they go and shout these same clever phrases at women **under** 40!

STRAW WRAPPER BLOWING

This activity has steadily increased in popularity over the years until now it is considered the "thing to do" when in restaurants. Participation in it is at its greatest, however, in school lunchrooms throughout the nation. Involves tearing off end of straw wrapper, then blowing it in somone's face—a nearby girl, a waitress, or a stranger at the next table. Usually results in hysterical laughter, and a punch in the mouth.





FREELOADING

A sport mastered by many teenagers, the idea being to secure as many free meals and services as long as possible, without anyone getting wise. Freeloading at a date's home is most common. If folks begin supper without inviting teenager, he drops hints that he's hungry—like offering to pay for one of their sandwiches or saying "Boy, that looks good! Do you mind if I dig in?", pointing to the dog's dish. Prepares teenagers for marriage, when freeloading is necessary.

KNUCKLE CRACKING

This sport regained prominence several years back when everyone was doing Ed Sullivan imitations. Teenagers find it a simple way to kill five or six hours on a Saturday night when there is nothing else to do. It is also helpful during trying, anxious moments like taking an exam, or proposing marriage, or even writing this article. When a youngster is discovered doing knuckle cracking by his parent, it usually results in wrist slapping (see: "Modern Adult Sports").





TWIST WATCHING

While 1% of teenagers actually dance the "Twist," 99% watch. Watching TV Dance Parties has become the teenager's number one sport. Not only the "Twist," but other dances like the "Fly," "Slop," "Stroll," "Mashed Potatoes," and "Two Fat Girls Dancing Together" are pretty exciting to watch. It may even lead to foot tapping on the part of the viewer. Heavy foot tapping combined with dial twisting can bring on teenage fatigue.

THE ASSASSINATION



ARTIST: JOE ORLANDO





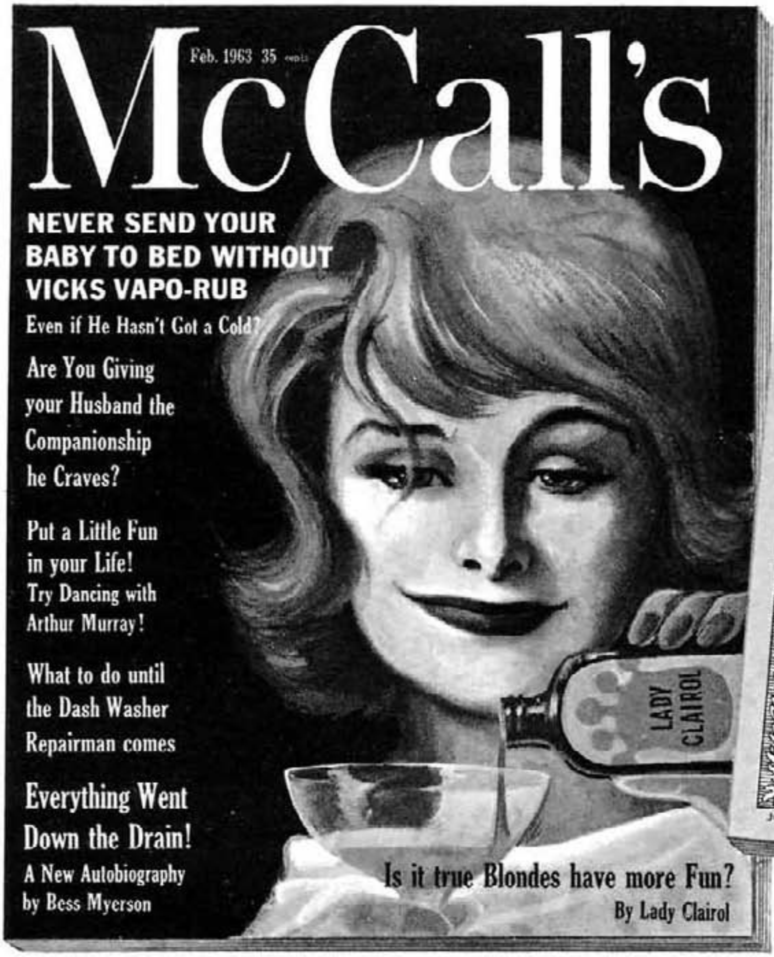
AD NAUSEAM DEPT.

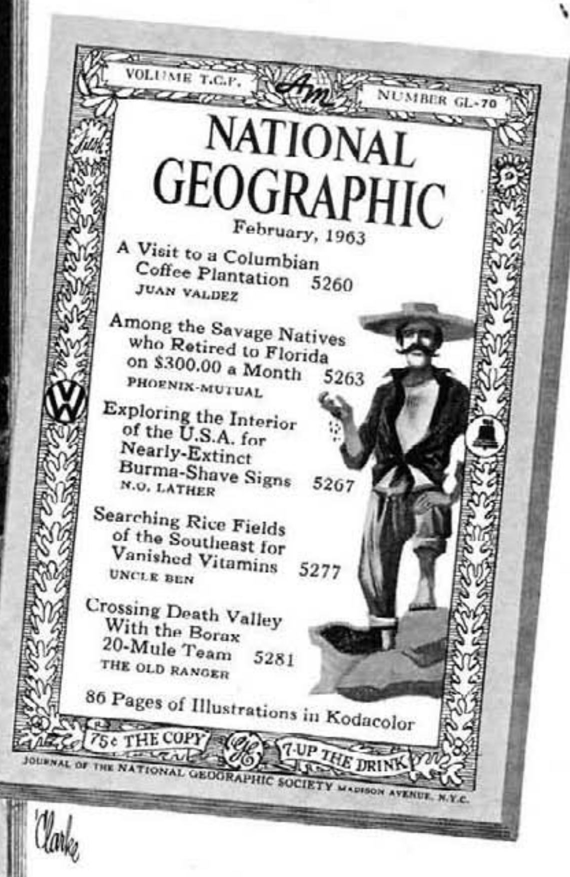
Take a look through the top magazines today and what do you see? Ads—ads—ads! That's what you see! Magazines are so full of advertisements today, there's hardly any room left for articles and stuff. And that's because magazines are almost entirely dependent on revenue from Madison Avenue to stay in business. Now . . . with publishing costs getting higher, and an increase in Postal Rates threatening, we figure it won't be long before we'll see the day . . .

WHEN ADVERTISING TAKES OVER MAGAZINES COMPLETELY

ARTIST: BOB CLARKE









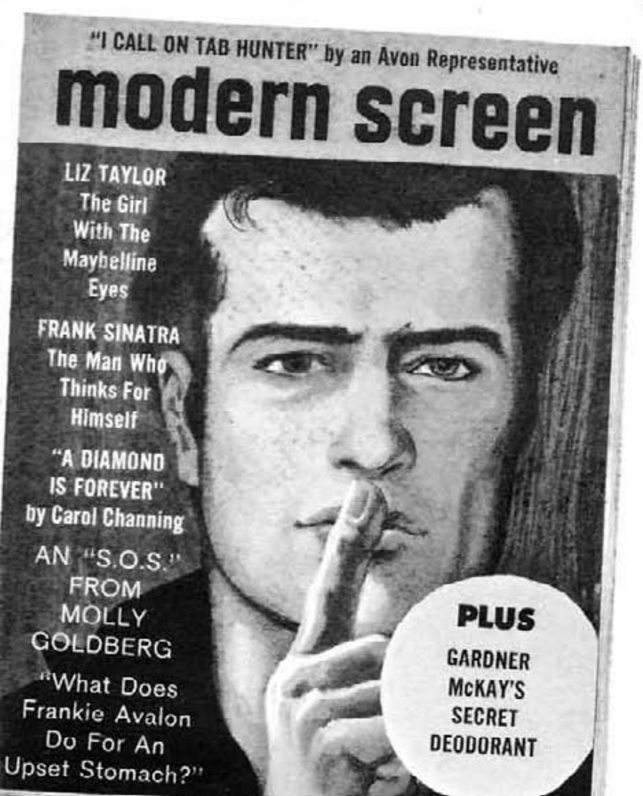




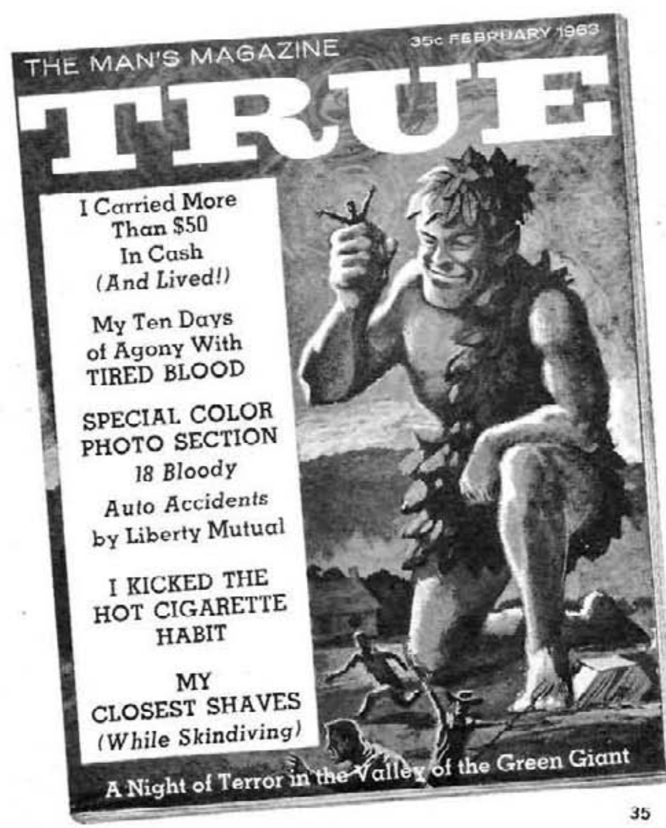
True Story
I LET ROMANCE FADE — FADE — FADE AWAY
(When I Breathed on my Boyfriend's Face)
FEB 1963
25c
The Truth About
MY SIN
by Fanny Lanvin
HE PROMISED ME EVERYTHING
(But all I got was Arpege)
I THOUGHT "KLOPMAN" WAS A MAN TO LEAN ON!
THAT RAT AT CHASE MANHATTAN TOLD ME HE WAS MY FRIEND!
THE NIGHT MY DEODORANT FAILED



PLAYBOY
ENTERTAINMENT FOR MEN FEBRUARY 60 cents
HOW TO TELL: DOES SHE— OR DOESN'T SHE? —Without Being a Hairdresser!
LIKE YOUR PLEASURE BIG?
See this Month's Foldout
Entertainment—
GETTING THERE IS HALF THE FUN!
KNOW THE REAL JOY OF GOOD LIVING
A Tour of Milwaukee Beer Halls —By Schlitz
SPECIAL 8 PAGE COLOR SECTION
"It's What's Up Front That Counts!"
White Rock
FICTION BY ROBERT HALL — PHILIP MORRIS — LORD CALVERT
MAX FACTOR—CHARLES ANTELL—HART, SCHAFFNER AND MARX



"I CALL ON TAB HUNTER" by an Avon Representative
modern screen
LIZ TAYLOR The Girl With The Maybelline Eyes
FRANK SINATRA The Man Who Thinks For Himself
"A DIAMOND IS FOREVER" by Carol Channing
AN "S.O.S." FROM MOLLY GOLDBERG
"What Does Frankie Avalon Do For An Upset Stomach?"
PLUS
GARDNER McKAY'S SECRET DEODORANT



THE MAN'S MAGAZINE
35c FEBRUARY 1963
TRUE
I Carried More Than $50 In Cash (And Lived!)
My Ten Days of Agony With TIRED BLOOD
SPECIAL COLOR PHOTO SECTION
18 Bloody Auto Accidents by Liberty Mutual
I KICKED THE HOT CIGARETTE HABIT
MY CLOSEST SHAVES (While Skindiving)
A Night of Terror in the Valley of the Green Giant

MOTHER, IS THIS INVENTION A NECESSITY? DEPT.

We read a lot about "Family Living" and "Togetherness" in the *Women's Magazines* these days.(We read a lot about ***another*** kind of living in the *Men's Magazines* these days, but that's a different article, and we don't feel like getting arrested!) Anyway, while the Women's Magazines extoll the **delights** of

MAD'S MODERN AIDS

IRRITATION: *Garage Gashing*

If Mom's penchant for hitting the garage with the family car piles up repairs for wrinkled fenders that drive Dad close to strangling his spouse . . .



. . . We recommend installing . .

THE PLAYTEX LIVING GARAGE



IRRITATION: *Video Vexation*

In every family, there's one person who loves a TV program that no one else can stand. If so . . .



. . . The non-conforming viewer can indulge his stubborn whim to his heart's content by installing to the front of the television set this light-proof, sound-proof . . .

PRIVATE TV TUNNEL



domesticity, they rarely mention the **irritations** that can sometimes make home life **miserable!** And so, as a Public Service, we herewith direct the attentions of the nation's gadget manufacturers to these **visionary devices,** all designed to make for more harmonious households. In other words, we now present

TO HAPPIER LIVING

ARTIST: JOE ORLANDO
WRITER: DON REILLY

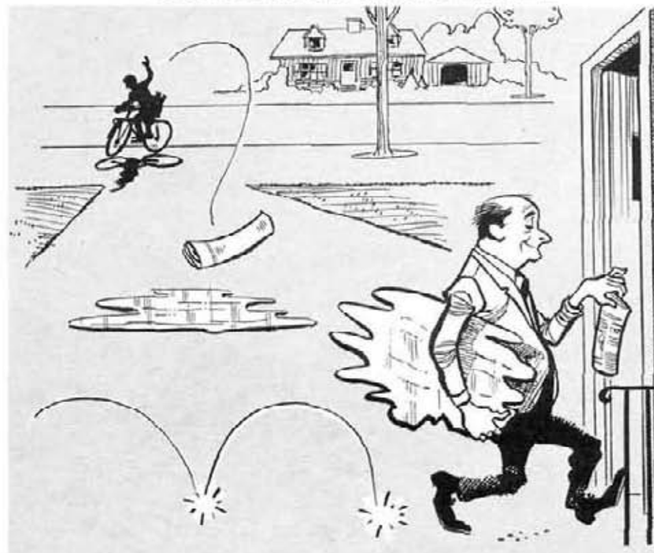
IRRITATION: *Fink Paper Boy*

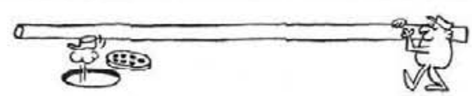
If your paper boy always takes deadly aim at a puddle whenever he can . . .



. . . You can insure yourself a dry paper every time by using this . . .

FAKE PLASTIC RAIN PUDDLE





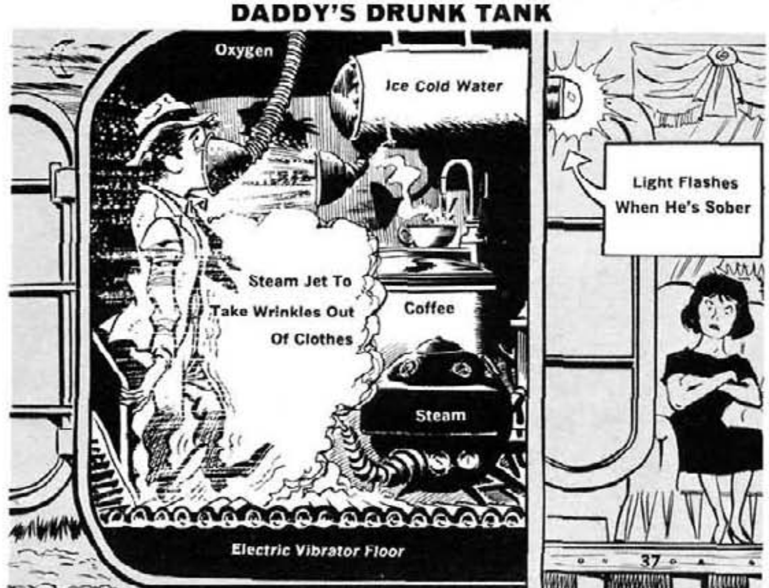
IRRITATION: *Fried Father*

If the man of the house comes home in disgraceful shape when he has a wild night out with the boys . . .



. . . This device will make him fit to face the family again. It's called . . .

DADDY'S DRUNK TANK





IRRITATION: ***Icky Sticky Goo***

If feeding the baby is a horribly messy and emotionally trying time for Mom . . .



. . . This simple device will hold both tempers and cleaning bills down. It's

THE MOTHER & BABY FEEDING PONCHO



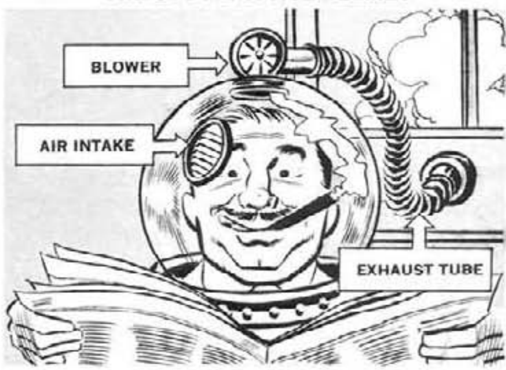
IRRITATION: ***Tobacco Tension***

After a long, hard day, Dad is certainly entitled to relax with a good cigar. If, however, his family can't stomach it . . .



. . . He could have his smoke and still keep his dependents happy by using . . .

THE STOGIE SPACE HELMET



IRRITATION: ***Morning Animosity***

If Mom and Dad both look awful in the morning, and are getting sick of the sight of one another . . .



. . . They can show each other their sunniest smiles each morning with . . .

BREAKFAST TABLE PHOTO PLACARDS



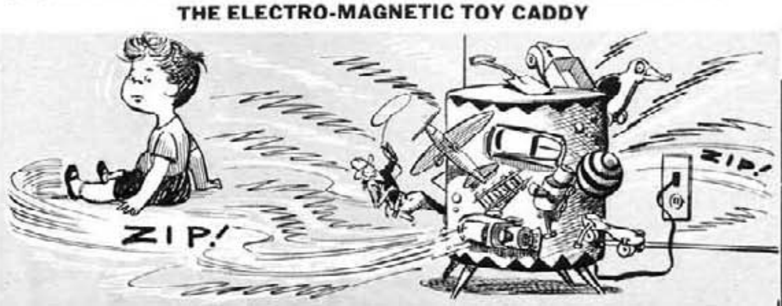
IRRITATION: ***Plethora of Playthings***

If Mom can't stand it when children's toys are constantly underfoot . . .



. . . Equip the playroom with all-metal toys, and this ingenious high-powered gadget that snatches up any item not actually clenched in a little fist . . .

THE ELECTRO-MAGNETIC TOY CADDY



Following is the first and last installment of an exciting new series of one article dealing with courageous, enterprising businessmen who are succeeding in the face of seemingly insurmountable odds. Join us as we introduce you to

MAD'S "MOVIE THEATER OWNER OF THE YEAR"

ARTIST: JACK RICKARD WRITER: LARRY SIEGEL






How ingenious! But I'm a bit confused! If you're showing a Disney movie, you want to get the kids into the theater! Why does it say "Recommended For Adults Only?"
Ha! Ha! That's what really gets the kids in! No youngster can resist that sign! Don't forget, I don't say "Absolutely For Adults Only!" I say "Recommended For Adults Only!" Actually, I'll let anybody in! You should see the turnout of kids I get for a Brigitte Bardot picture! Now, let's go to the ticket window —
One of the tricks of a successful theater owner is to know when to change admission prices! Now watch an expert in action!
Listen, Bernice! For the last time — I don't want to see a Walt Disney picture! I've had it up to here with those cute little animals and . . . gulp!
Holy cow! Look at that poster!
Two! Gi'me two, please!
Sorry, sir! The prices always change promptly at 11 minutes and 19 seconds after 8:00 . . .
ADMISSION
.95
1.80
Irving Mulct is a fink!
DO NOT PATRONIZE THIS THEATRE
DIRTY DIRTY DIRTY
Irving Mulct is corrupting our youth!
THIS THEATRE SHOWS DIRTY FILMS
Oh, dear! I notice your theater is being picketed! This is going to cost you plenty!
Plenty is right! Three bucks an hour for each picket! But it's worth it! I get 500 extra patrons a day with this gimmick! Everybody likes to see something he thinks he shouldn't see! Shall we go into the lobby now . . . ?
Merton! Hold that sign up higher!
Sidney, you're not cursing me loud enough!
How about some candy, Bernice?
I'll have a small chocolate bar, Clyde!
Now, Miss Killfifth, I'll show you my biggest profit-maker, the candy counter! Notice that girl asked for a small chocolate bar . . .
GOODIES
Sorry, sir! This is the smallest chocolate bar sold in American movie theater lobbies! That will be $3.50 . . .
Er . . . Can I pay for it by check?
CHOCOLATE





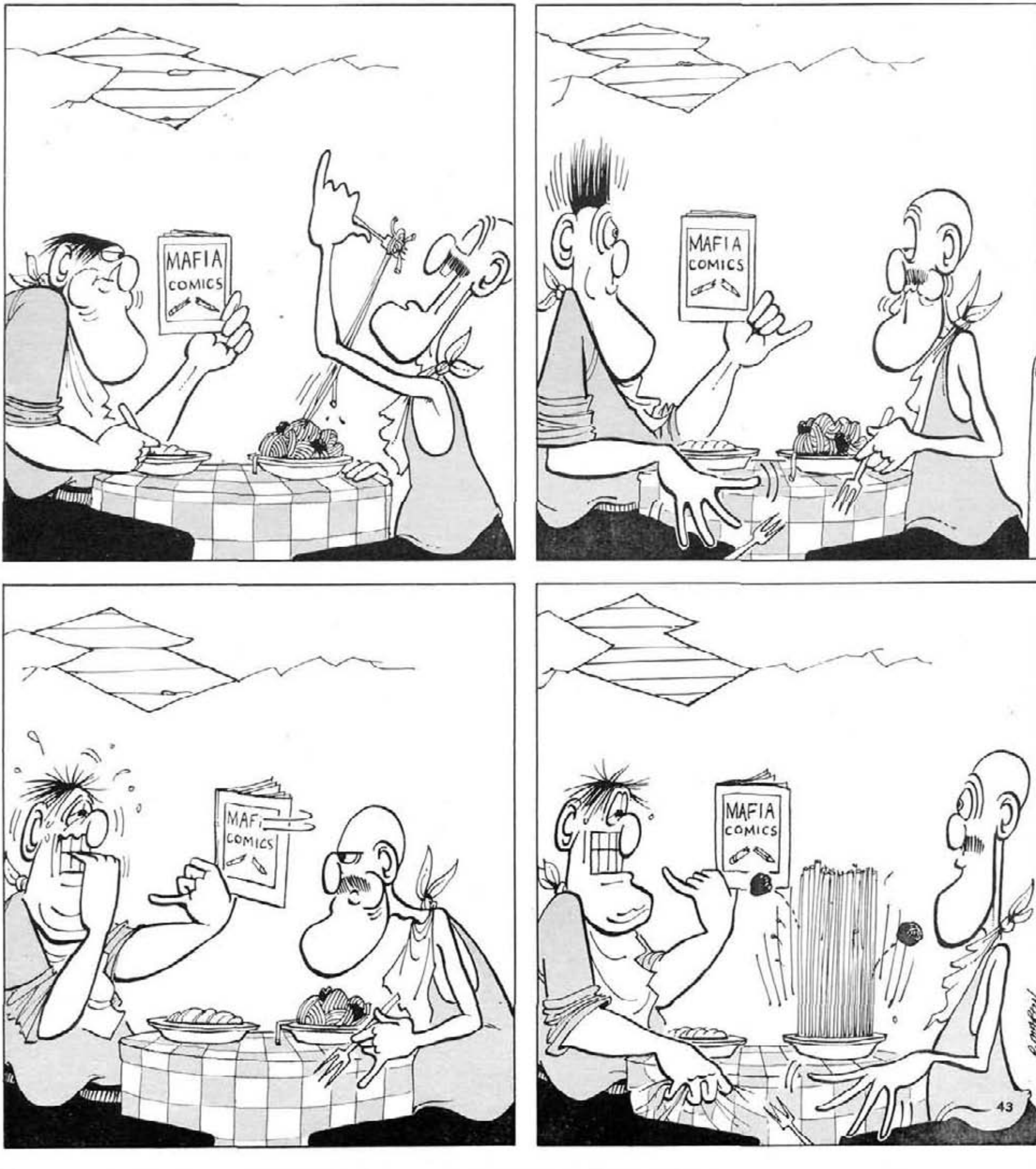
It's a pleasure to crack up your car when you know the gang over at "Myron's Garage" is waiting to serve you!
MYRON'S GARA
VISIT MYRON'S GARAGE on South Main Street
One of the advantages of going to the movies is that people don't have to sit home in front of TV sets watching irritating free commercials. Here they watch irritating commercials which they pay me to see. You have to admit this is much more democratic!
You're absolutely right, Mr. Mulct! Whew—say, it's stifling in here! I don't understand! Your sign outside said "Completely Air-Conditioned"!
Actually, it's the lobby that is completely air-conditioned, Miss Killfifth! The inside of the theater is only partly air-conditioned! In other words, I throw the conditioner on in there for about three minutes a day! You'd be surprised how many colds I save patrons that way! I also save $200 a week in electricity!
And it doesn't exactly hurt my soda dispensing machine business! Especially with this "Out Of Order" sign on the water fountain!
How long has that "Out Of Order" sign been on the water fountain, Mr. Mulct?
Hmmm! Let's see! I think on next Wednesday it'll be six years!
KOOKLA KOLA 55¢
This is my telephone program information set-up. Using this recording machine, I save $90 a week by not having to hire a girl to answer phone calls. Listen, here's a call now!
Hello, what's playing today, please?
Greetings from the Taj Mahal Theater. This is a recorded announcement. Today we are showing "Marvin The Friendly Whale." The feature goes on at 2:00; 4:00; 6:00; 8:00; and 10:00 PM. For further information call ZQ 6-5899.
Oh, here's another call . . .
Hello, my little boy Bertram left for your theater seven hours ago and he hasn't come back . . .
Greetings from the Taj Mahal Theater. This is a recorded announcement—
Could you look for him? He's wearing a blue cap and was carrying 19 salami sandwiches!
Today, we are showing "Marvin The Friendly Whale." The feature goes on at 2:00—
I'm going out of my mind with worry. I'm locked out. My roast is burning. And Bertram has the only key—
6:00; 8:00; and 10:00 PM. For further information, call ZQ-6-5899.
ZQ-6-5899? All right! I'll try that number! Oh, I'm going insane—


You know, Mr. Mulct! I **always wondered** what happens when you call that other number for further information!
We'll see what happens right now! Here's that woman's call . . .
Hello, is this ZQ-6-5899? Look, my little son Bertram is lost and I—
Greetings from the Taj Mahal Theater. This is a recorded announcement. For program and time information, call ZQ-6-1000.
Oh, here comes Frank with the latest bunch of travel shorts. I always show travel shorts in my theater. They're educational, informative, and mainly I get them free from various publicity offices! What have you got for me this time, Frank?
I've got "Fishing For Herring Off Madagascar With The Swiss Navy"; "Roller Skating Through Mozambique"; "Lady-Bug Hunting In Passaic, New Jersey" and "The Ring-O-Leavio Champions of Guatemala". . .
Is there anything else you'd like to see, Miss Killfifth?
IMMEDIATE SEATING INSIDE, FOLKS!!
Any other information I can give you . . . ?
NO WAITING FOR SEATS, FOLKS!
Mr. Mulct! I didn't see any empty seats inside the theater! Why do you say there is immediate seating?
There are **always** available seats! Come with me as I escort this couple—
POP CORN 65¢
Mr. Mulct! You should have **told** these people that the seats were in the ***first row!***
What?—And ruin the beautiful **kickback** deal I got with the **town optometrist?** I've sent him 312 customers this past month alone. Unfortunately, seventeen of them got to him a little bit too late. Perhaps you've seen them . . . selling pencils on Main St.?
EXIT
Well, thank you for a wonderful interview, Mr. Mulct. It's obvious that no matter how popular TV is, the movie theater business will **never die!**
Thank **you**, Miss Killfifth. Oh—say! Before you leave, perhaps you'd like to stop in at my **"Lost and Found"** room. I'm having a special **Clearance Sale** just for my friends this week. I've got a dandy **ladies' watch** that I'll let you have for $25—and a wonderful **necklace** which I've marked down to $65—and a fine selection of ***umbrellas, left shoes, wallets—***

DON MARTIN DEPT. PART II

Finding a waiter's thumb in your soup isn't half as bad as discovering a "black hand" in it, which happened to Don Martin—along with this episode—

IN A SICILIAN RESTAURANT



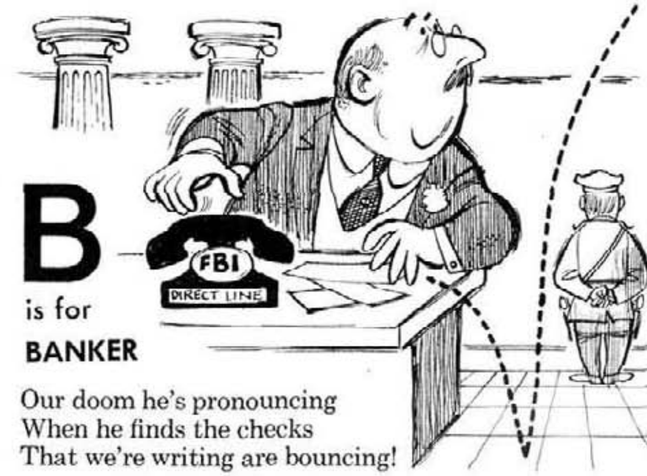
YULE-O-GEE DEPT.

Once upon a time, the Christmas Season used to delight kids. Now it only confuses them! Today, there's a Santa Claus in every Department Store, TV commercials bombard youngsters with the delights of the Toy Companies' latest creations, newspaper ads warn Mom and Pop to do their Christmas shopping early, and the only bells that jingle are the ones on cash registers around town! So, to avoid any future traumatic experiences, we would like to set the current crop of kids straight . . . mainly by offering . . .



A is for **ADS**

Which implore us to buy;
They ring in the Season
In early July!



B is for **BANKER**

Our doom he's pronouncing
When he finds the checks
That we're writing are bouncing!



C is for **CAROLS**

Our voices are straining
To drown out the sound
Of our neighbors' complaining!



D is for **DISK JOCKEY**

Whom we'd like to run down
For spinning "White Christmas"
From sunrise to sundown!



G is for **GIFT CERTIFICATE**

Which we'd adore,
Except that it's good at
A War-Surplus Store!

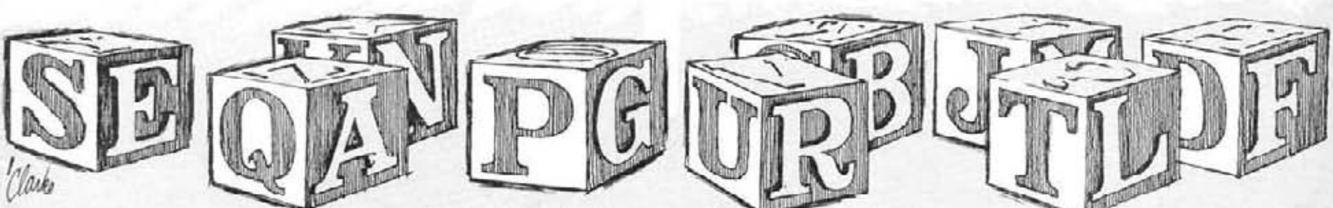


H is for **HIGHWAYS**

Where traffic is slowed
By what's left of the clods
Who had one for the road!



MAD'S MERRY CHRISTMAS HAPPY NEW YEAR ALPHABET BOOK



ARTIST: BOB CLARKE WRITER: FRANK JACOBS

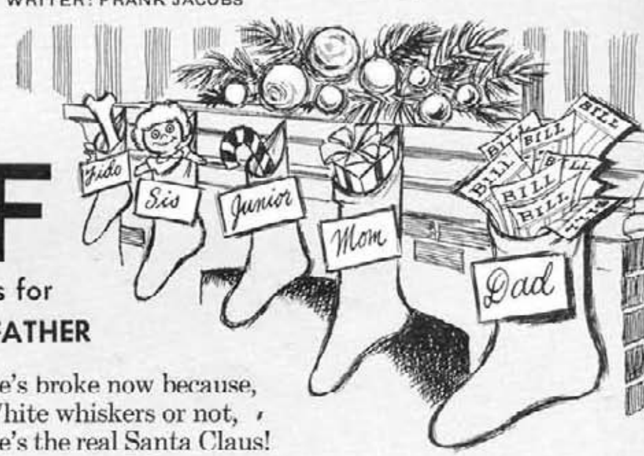


E

is for

EGGNOG

We drink with a toast;
The room is all lit up
And so is the host!

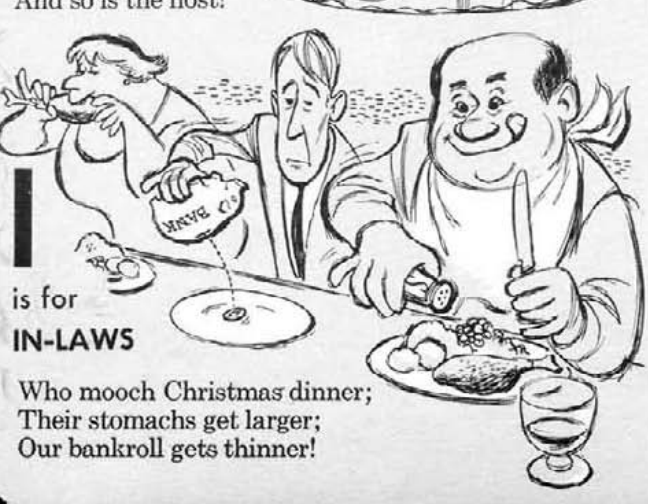


F

is for

FATHER

He's broke now because,
White whiskers or not,
He's the real Santa Claus!



I

is for

IN-LAWS

Who mooch Christmas dinner;
Their stomachs get larger;
Our bankroll gets thinner!



J

is for

JOLT

That we get in the choppers
When bucking that store-full
Of last-minute shoppers!



K is for

KIDS

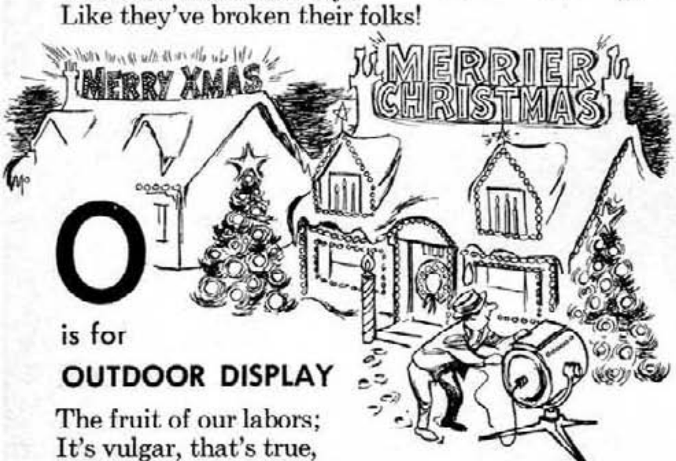
Who with masterful strokes
Will soon break their toys
Like they've broken their folks!



L is for

LOANSHARK

When we've overspent,
He'll show kindly interest
At 20 per cent!



O is for

OUTDOOR DISPLAY

The fruit of our labors;
It's vulgar, that's true,
But it out-does our neighbor's!



P is for

PAYMENTS

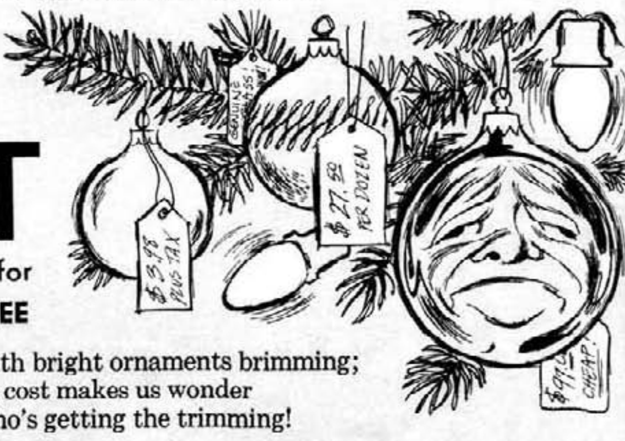
These help us remember
The full joy of giving
From now through November!



S is for

SANTA

The store pays him well
To tout kids on items
The salesmen can't sell!



T is for

TREE

With bright ornaments brimming;
Its cost makes us wonder
Who's getting the trimming!



W is for

WIFE

Who'll make our life rotten
When she sees that fur coat
Her best-friend has gotten!



X is for

XMAS CARDS

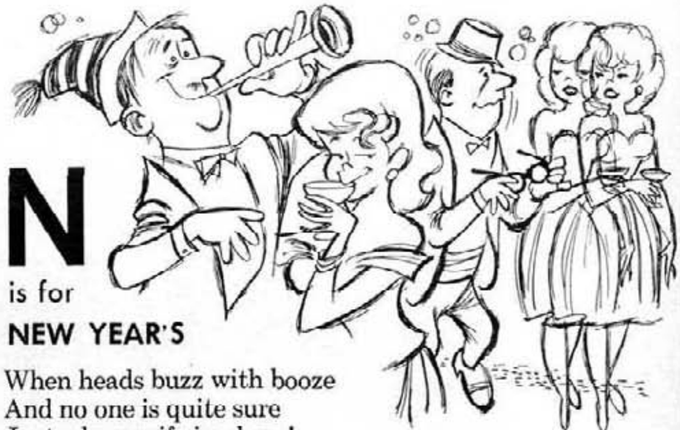
They bring us good cheer
From folks who ignore us
The rest of the year!





M
is for
MONOGRAMS

Which stop our returning
That over-size shirt
And those ties we'll be burning!



N
is for
NEW YEAR'S

When heads buzz with booze
And no one is quite sure
Just whose wife is whose!



Q
is for
QUAFFING

A nice word for drinking;
The rest of the year it is called
"Getting stinking"!



R
is for
RELATIVES

Forget they're unpleasant;
Don't think of the past;
Think instead of the *present!*



U
is for
ULCER

It starts when we hear
That our big Christmas bonus
Is cancelled this year!



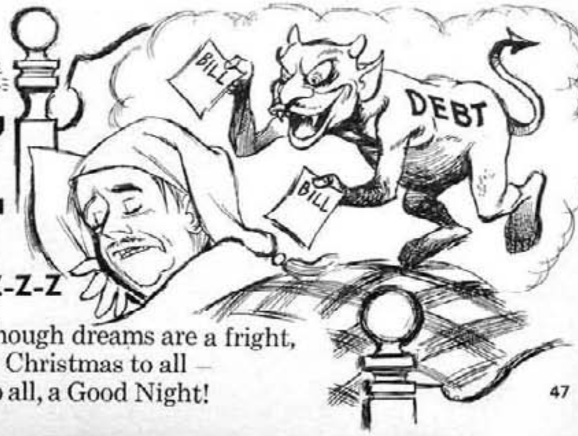
V
is for
VISITS

When neighbors drop in,
And clean out what's left
Of our scotch, rye and gin!



Y
is for
YULE-LOG

Ablaze and aglow;
If Santa should land on it–
Ho! Ho! Ho! Ho!



Z
is for
Z-Z-Z-Z-Z

And though dreams are a fright,
Merry Christmas to all –
And to all, a Good Night!

When Don Martin, MAD's maddest artist, was advised that the only way he might relieve those periods of temporary insanity was to "have the growth removed from his head," Don figured the best place to have the job done was . . .

AT THE BARBER SHOP







THE EDITOR, THE PUBLISHER, AND THE STAFF OF

MAD

would like to take this opportunity to wish you

A Very Merry Christmas!





PHOTO BY LESTER KRAUSS

Learn to recognize the first signs of the "D.T.'s": talking bottles, tomatoes, oranges, lemons, onions, faucets, pink elephants, and finally green snakes! Kick the alcohol habit before it's too late! Join A.A.! ALCOHOLICS ANONYMOUS THERE'S A CHAPTER IN YOUR TOWN